

# The Island Printer

JUNE  
1943

PARFUM

# AXES



for the  
*AXIS*

The biting stroke of every gleaming axe in Champion forests is a blow against the axis nations. For wood from these trees finds its way into Champion mills that convert it into pulp for explosives, and into paper for many wartime uses, from shell casings to ration books to food packages. The ring of axes swells and echoes through America's factories, printing houses and food plants, until it reaches every axis capital. In the present situation, all the skill and effort of the Champion organization are focused on the great day of unconditional surrender.



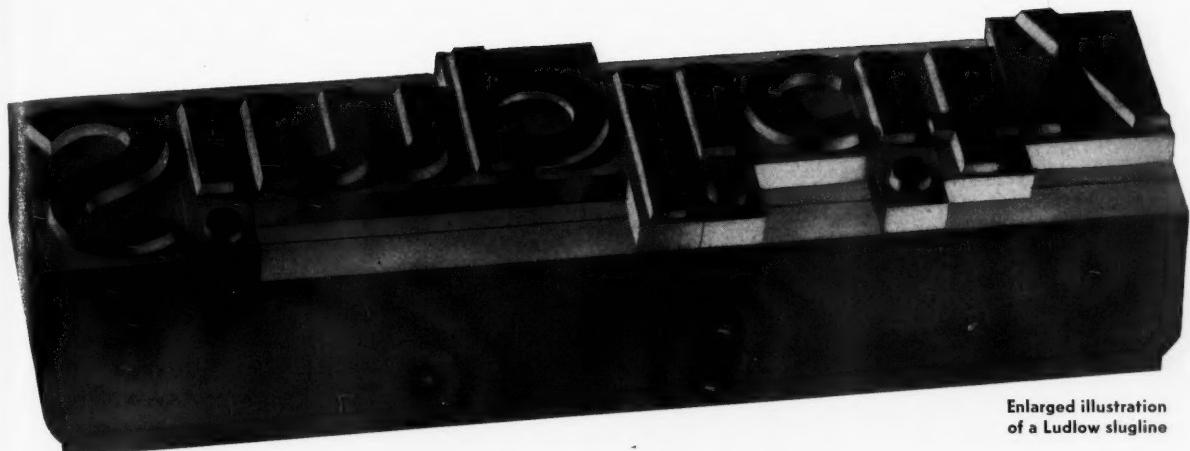
**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelopes and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA



Enlarged illustration  
of a Ludlow slugline

# Ludlow's Basic Simplicity Counts Still More Now

## 10 Reasons Why Wartime Printers Value the Ludlow

- Production efficiency
- Economical to operate
- Releases type metal
- Unlimited type supply
- Equipment is dependable
- Wide range of product
- Positive ruleform system
- Multiple forms
- Reduced makeready
- Utilizes manpower effectively

These are times when simplicity of mechanism and operation mean much more than ever before. With the nation geared to war and with the strict limitations on the manufacture of new machinery, it is imperative that every production facility should contribute its utmost to efficiency and economy.

- Ludlow users have long benefitted from the simplicity of the Ludlow slug-casting machine and from the Ludlow system of composition, but never before have the advantages of that essential simplicity meant so much to the user as now.
- Ludlow simplicity in both mechanism and operation, which largely accounts for its remarkable production records and reliability of performance, is not accidental. This characteristic of simplicity is held always fundamentally foremost in designing Ludlow equipment.
- Without extended training, any competent compositor can quickly learn to produce composition rapidly and efficiently with the Ludlow. Inherent short-cuts and simplified practice make for top efficiency under all circumstances.
- Feel free to ask us for advice and suggestions on how to obtain maximum usefulness, efficiency and service from your Ludlow and Elrod equipments.

**LUDLOW TYPOGRAPH COMPANY** 2032 Clybourn Avenue, Chicago, Illinois

Set in Ludlow Tempo Bold



**PROTECT**  
*your customers' records  
 and your hold on your customers*

IN volume, variety and importance the records, forms and correspondence used throughout industry right now have never been so great!

The papers on which you print these wartime records and communications *must* have what it takes to meet today's demands for fast, efficient work and to stand up under hard, rapid, frequent

handling. The makers of Weston papers have specialized on this kind exclusively, for generations. In the complete Weston line you will find exactly the right paper for the purpose.

You need only to remind your customers what we are telling them in national advertising month after month:

**IF IT'S WORTH *Keeping*, KEEP IT ON A...**

**WESTON  
 PAPER**

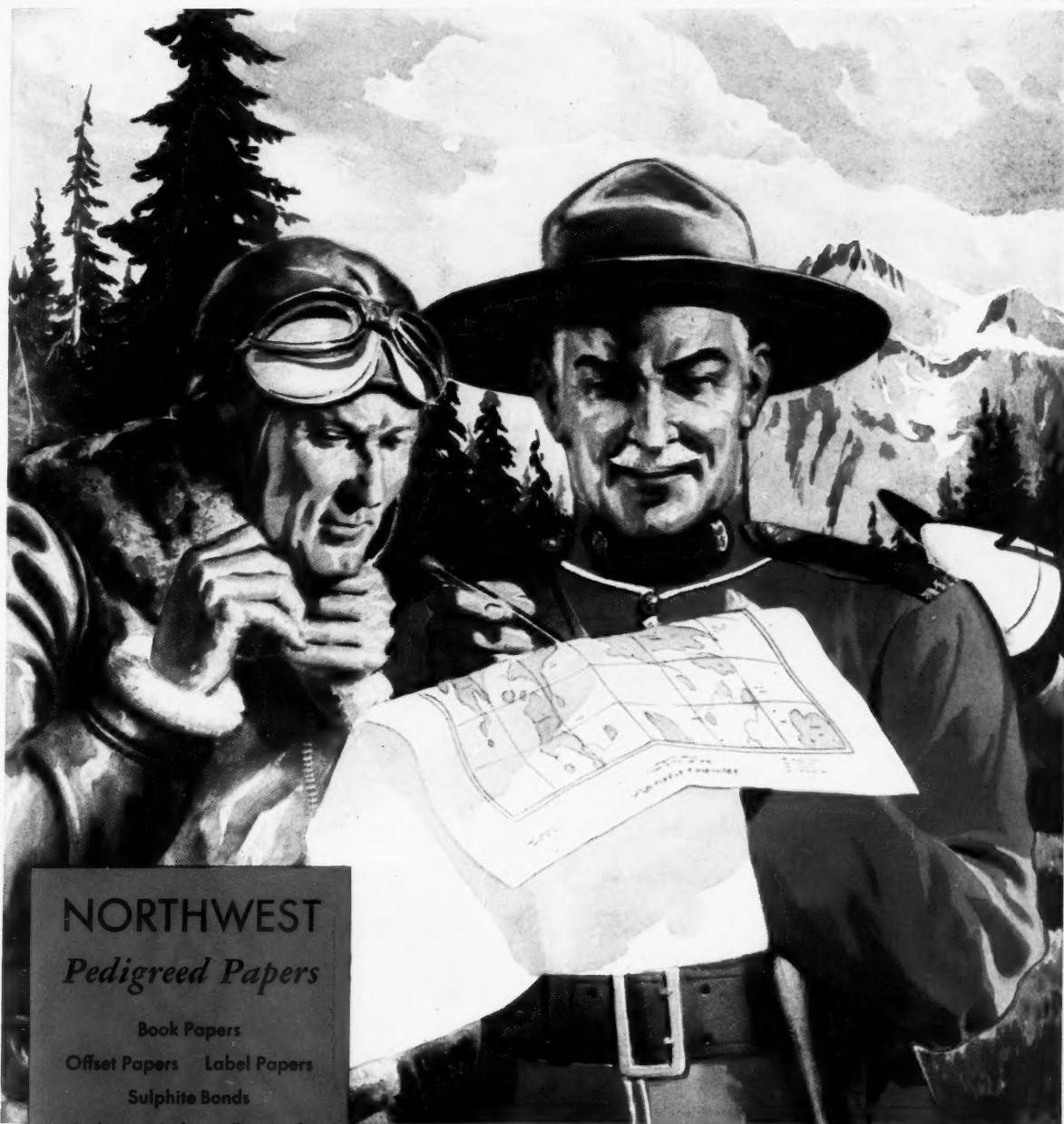
**BYRON WESTON COMPANY  
 Makers of High Grade Papers**

DALTON - MASSACHUSETTS

Published monthly by Tradepress Publishing Corporation, 309 West Jackson Boulevard, Chicago, Illinois. Subscription rate \$4.00 a year in advance; single copies, 40 cents. (Send Canadian funds—\$4.50 a year; single copies, 45 cents—to The Inland Printer, Terminal A, P. O. Box 100, Toronto.) Foreign \$5.00 a year; single copies, 50 cents. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyrighted, 1943, Tradepress Publishing Corporation.



TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



## NORTHWEST *Pedigreed Papers*

Book Papers  
Offset Papers Label Papers  
Sulphite Bonds  
Ledger Index Postcard  
Poster Papers Writing Papers  
Salesbook  
Tablet Papers Pad Stock  
Drawing  
Adding Machine Register  
Manifold  
Lining Papers Waxing Papers  
Envelope Papers

Printing and its side-kick Paper have certainly "won their wings" in the Nation's war effort. They are still out to win a "chest-full" of additional merit medals for constructive cooperation in a thousand and one ways that will hasten Victory. Here at Northwest we contribute to this Cause through the zealous efforts of a loyal and highly skilled organization making papers needed for active service in many phases of war production and commercial life.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back



# A touch of Quality

Patawite 9 lb. Manifold gives you something *extra*. It's a touch of quality that comes as a result of the fact that this lightweight sheet is made on precision fine-paper machines. It's a quality that lends distinction and character wherever Patawite is used—folders, broadsides, office forms, airmail stationery or carbon copy paper.

Today under war time restrictions it is impossible to supply *all* the demands for Patawite. But in filling orders we assure you we shall be guided by the fair policies for which we have been known during our fifty-eight years of manufacturing quality papers.

**PATAWITE**<sup>9 lb</sup> *Manifold*

REG. U. S. PAT. OFF.

**Paterson Parchment Paper Company • Bristol, Pennsylvania**

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO, CALIFORNIA  
BRANCH OFFICES: 120 BROADWAY, NEW YORK • III WEST WASHINGTON STREET, CHICAGO

*I know just how that fellow feels!*

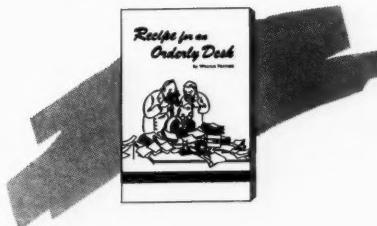


MANY OF YOUR CUSTOMERS need printing today to help carry the load of wartime work. Hammermill advertisements like the one above are showing these

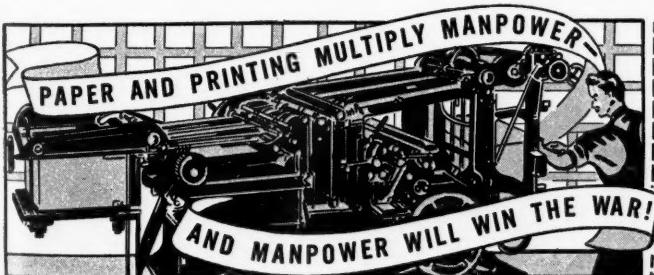


"SEE YOUR PRINTER" You are the man who can help business men lick manpower problems with the power of paper and printing . . . help them clear minds and desks of routine work and "multiply" themselves for more vital jobs. That's why Hammermill advertising brings you into the picture as the man to consult for advice in ordering the right kind of printing.

men how you can help lighten their work. In The Saturday Evening Post, Time, Business Week and other magazines, these advertisements say . . .



HAMMERMILL'S NEW LITTLE BOOK "Recipe for an Orderly Desk" by William Feather, can aid you in getting those orders. It shows printed forms that help customers organize their work, get more accomplished . . . printed forms you can sell today. Send for this new book now. Use it to show your customers how you can take a load off their desks and off their minds.



Hammermill Paper Company,  
Erie, Pa.

Please send me, free, one copy of "Recipe for an Orderly Desk." After I look it over, I'll ask for more to distribute to my customers.

Name.....

Position.....  
(Please attach to your business letterhead) IP-JUN

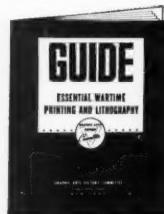


# School and Press makers of America



Plymouth Colony was scarcely settled in 1620 before children met in the "Dame" school using birchbark and charcoal to copy A B C's traced in sand upon the floor. It was the dawn of education, the infancy of a tremendous readership destined to influence the world. Later, as little Red School-houses dotted the landscape, it became clear that the heart of America could be swayed by the printed page. And so the editor-printer became a Nation-builder, meeting the needs

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



of a growing country, and printing in its various forms became a vehicle of progress and salesmanship. Today's printing needs are more complex than ever. But the printer, alive to conditions and faithful to his tradition of whole-hearted service, has stepped promptly into the picture offering the power of the printed message as a means of creating group interest and assuring united action. Such help will solve many of today's problems.

public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you . . . or write direct to Graphic Arts Victory Committee, 17 East 42nd St., New York City.

# HARRIS • SEYBOLD • POTTER • COMPANY

HARRIS DIVISION

CLEVELAND, OHIO

MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS  
AND GRAVURE PRINTING MACHINERY • • • • •

SEYBOLD DIVISION

DAYTON, OHIO

MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE  
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

# SHATTERING ALL TRADITIONS



In 1854 Florence Nightingale shattered traditions and saved many lives by taking women nurses to the Crimean War. Now in 1943 many additional lives are saved by the use of plasma, which makes possible immediate blood transfusions on the battlefields.



Recently . . . in commenting on developments which are making the present war more humane . . . the general in command of the marines on Guadalcanal mentioned first the battlefield use of blood plasma.

## CONSOLIDATED Coated PAPERS AT UNCOATED PAPER PRICES

A continual search for better ways of doing things . . . so well exemplified by the battlefield use of blood plasma . . . has long characterized every American activity whether in medicine, science or industry.

Thus in 1935 . . . when the high cost of coated paper severely restricted its use . . . Consolidated pioneered in producing and coating paper so economically that it could be sold at uncoated paper prices.

Consolidated Coated has several other qualities of special importance today !!

For instance: the high opacity and bulk of Consolidated Coated Papers allow stepping down paper weight specifications without lowering the competitive position of magazines and brochures in either thickness or printed appearance. This permits war restrictions on paper consumption to be met with minimum decrease in press runs.

**CONSOLIDATED WATER POWER & PAPER COMPANY**  
MAIN OFFICES  
WISCONSIN RAPIDS, WISCONSIN  
*Four Modern Mills . . . All in Wisconsin*

SALES OFFICES  
125 SO. LA SALLE ST., CHICAGO



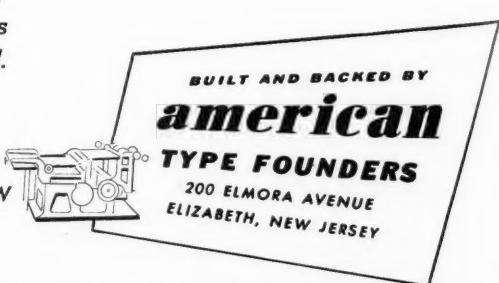
# IMPRESSIONAL STRENGTH



It's not easy to look at a press and guess what its impressional strength is. If there is enough of it uniformly distributed to the limits of the printing area, the printed sheet tells its own story. Because the ATF Kelly press is built with *more than enough* impressional strength, the printer who owns one is always able to compete for the highest quality of work.

*We are inviting inquiries now for delivery of ATF Kelly presses after the war is won. Write or tell us the sizes of presses in which you will be interested.*

*ATF Kelly... THE PRESS OF TODAY AND TOMORROW*



## IT'S A GOOD IDEA:

Cooperate with your air raid warden. A light left burning may mean the loss of many lives.

DON'T FORGET TO BUY YOUR WAR BONDS REGULARLY

## ANOTHER GOOD IDEA:

To save the time and man-hours vitally needed now—to reduce "down-time" and increase "productive" hours which were never before so important —to make every press produce uniformly fine work—specify

# MAXWELL

*Bond & Offset*  
THE MAXWELL PAPER MILLS, FRANKLIN, OHIO

# KEEP THEM ROLLING FOR VICTORY!

**HELP CUT TONNAGE!** Pound our enemies with the pounds you can save in paper tonnage. Maxopaque is exceptionally opaque—which means good opacity in lighter, tonnage-saving weights. Further, Maxopaque

is a dual-purpose paper—runs equally well either offset or letterpress—thus reducing inventory and storage space. For perfect printing—to help cut tonnage—run your next job on Maxopaque.



# Maxopaque

THE AETNA PAPER MILLS, DAYTON, OHIO . . . also manufacturers of Correct Bond

*Buy War Bonds—Regularly*



# Keeping in Touch



PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

JUNE, 1943

## WIDE USE SEEN FOR VAPOSET

### Water-Set Inks to Benefit Many Phases of Printing

### Raw Material Supply Pressed by Growing Demand

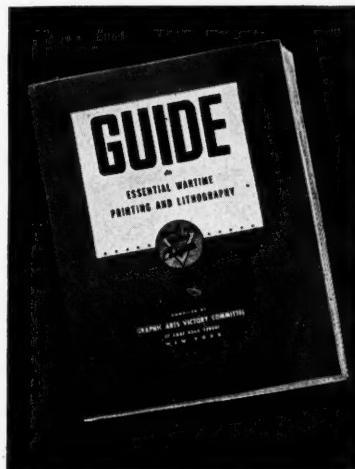
Vaposet, a new type of instant-drying, water-set ink introduced by IPI two years ago, has been well received by wrapper and package printers. The current production capacity of Vaposet inks is now being used by printers in these fields. Because Vaposet inks are a development which may revolutionize several phases of printing, their production and use can be expected to expand considerably after the war—sooner if certain restricted materials should become more available or IPI's continuous research program develops suitable alternates.

Laboratory work on moisture-set inks has been carried on for years, but not until the recent introduction of Vaposet—a type of ink which sets with plain tap water, permitting much faster printing with a sharper, cleaner impression—has this remarkable development been sufficiently advanced to be released for commercial use.

Vaposet eliminates the necessity for elaborate heat-drying units or pre-melting systems, yet drying is practically instantaneous. Rubber rollers are usually necessary. The water is applied in vapor form, either in a spray or as steam, striking the wet ink as it is transferred to the paper. Through a process of precipitation, the water sets the ink, leaving it dry and clean with an unusually brilliant tone. In many applications, there is sufficient moisture in the paper to set Vaposet inks instantly. There is no offsetting or smudging, and excess penetration is reduced materially. Vaposet inks offer the additional advantage of minimum of odor, important to many food wrappers.

Vaposet inks may be used on flatbed presses as well as on web fed equipment. Among the classes of printing in which these instant-drying inks offer definite advantages are: bread wrappers, cartons, drinking cups and paper plates, corrugated containers, labels and cement bags.

### OFFERS FREE COPIES OF \$1 VICTORY "GUIDE"



A 64 page "Guide to Essential Wartime Printing and Lithography" has been published by the Graphic Arts Victory Committee to help printers and lithographers get printing business which is tied in with Government projects. Every printer and lithographer interested in aiding the war effort, and getting more business, should have a copy of this two-color booklet which contains the who, what, when, where and how of the fourteen major projects.

IPI has purchased a number of these timely, illustrated, information-packed "Guides", which regularly sell for \$1, and will send free copies to all printers and lithographers requesting them. For your free copy, write to International Printing Ink, 75 Varick Street, New York City. There is no obligation.

### Everyday Inks Help Solve Your Manpower Problem

Begin at once to solve your manpower problem by getting the benefits of using Everyday inks! If you induce customers to use these standard colors, you will avoid future disappointments and save waiting time.

All raw materials which go into Everyday inks are checked against rigid standards for uniformity, color, tack, viscosity and fountain flow. That is why each container of Everyday inks is exactly like the last one, eliminating time-taking delays due to special matching.

On the ink shelf in your pressroom you probably have inks left over from past runs—inks which you will never use again. The container-to-container uniformity of Standard Everyday colors makes this situation unnecessary; when you use Everyday inks there will be no unusable left-over inks on your shelves.

With Everyday inks in your shop you are equipped for any kind of a printing job. The 35 colors and 11 blacks in the Everyday line will meet every normal automatic and job press requirement!

Many printers have found that

the time-saving advantages they derive from the use of Everyday inks are helping them solve their manpower problem. You, too, can have these advantages! Standardize your ink inventory on Standard Everyday inks!

### Printing Has Important Role in Post-War Planning

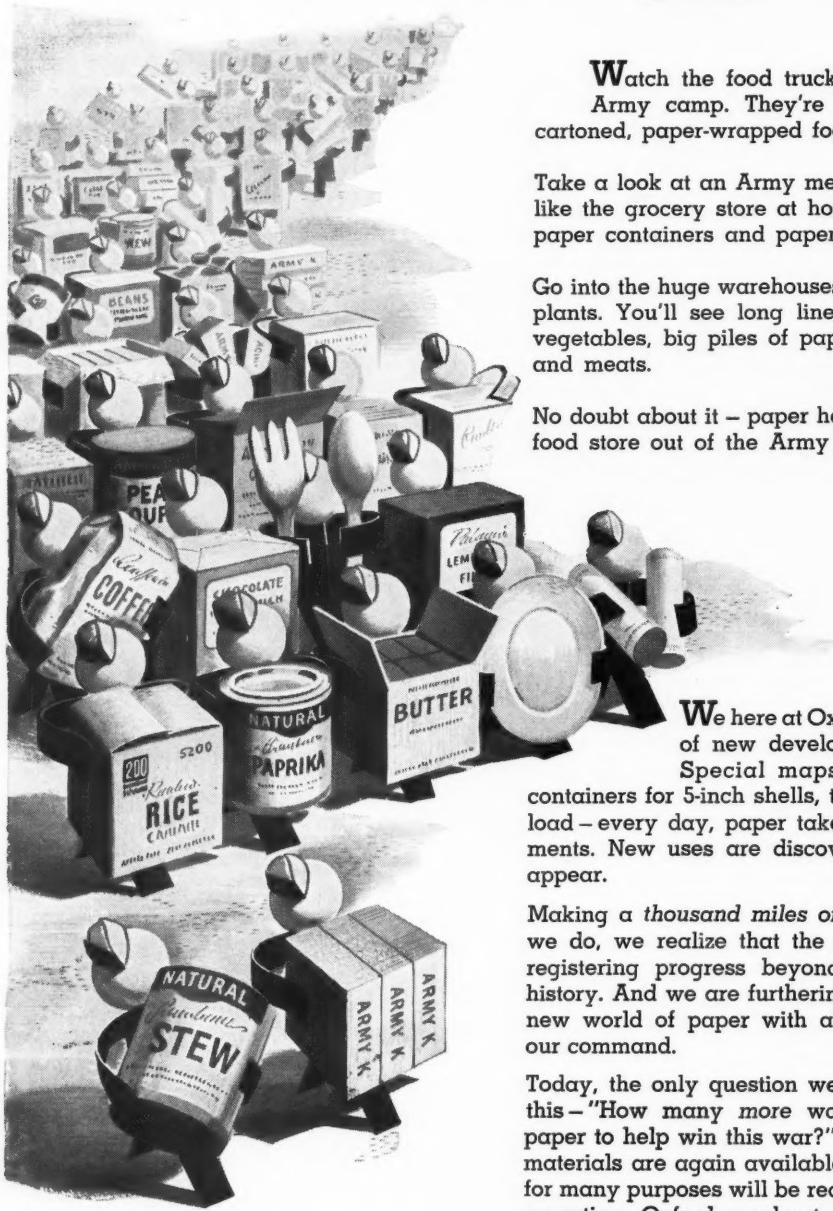
When history repeats itself after this war, many firms will move into new positions of leadership; while those now neglecting some part of their post-war plans will be caught slumbering, and left slumping, by the wayside. Such an industrial reconstruction took place after World War I, and will probably be repeated after this war.

Printers should warn their customers against neglecting one of the most important phases of post-war planning—keeping customers and employees informed as to what is being done. Firms which include such information in their house organs and promotion pieces today will be ready to go "full steam ahead" immediately after the war; while those neglecting this type of groundwork today will find it much more difficult to get started.

Advertisement

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

# Army food parades in paper uniforms



Watch the food trucks rolling into any Army camp. They're filled with paper-cartoned, paper-wrapped food.

Take a look at an Army mess hall pantry. It's like the grocery store at home, with stacks of paper containers and paper-packaged food.

Go into the huge warehouses and refrigerating plants. You'll see long lines of paper-sacked vegetables, big piles of paper-cartoned butter and meats.

No doubt about it — paper has made a modern food store out of the Army pantry.

We here at Oxford see hundreds of new developments in paper. Special maps for paratroops, containers for 5-inch shells, targets by the carload — every day, paper takes on new assignments. New uses are discovered. New needs appear.

Making a thousand miles of paper a day, as we do, we realize that the paper industry is registering progress beyond anything in its history. And we are furthering research in this new world of paper with all the facilities at our command.

Today, the only question we ask ourselves is this — "How many more ways are there for paper to help win this war?" Tomorrow, when materials are again available, unusual papers for many purposes will be ready for you. In the meantime, Oxford merchants and Oxford salesmen are at your service with quality papers for many uses.

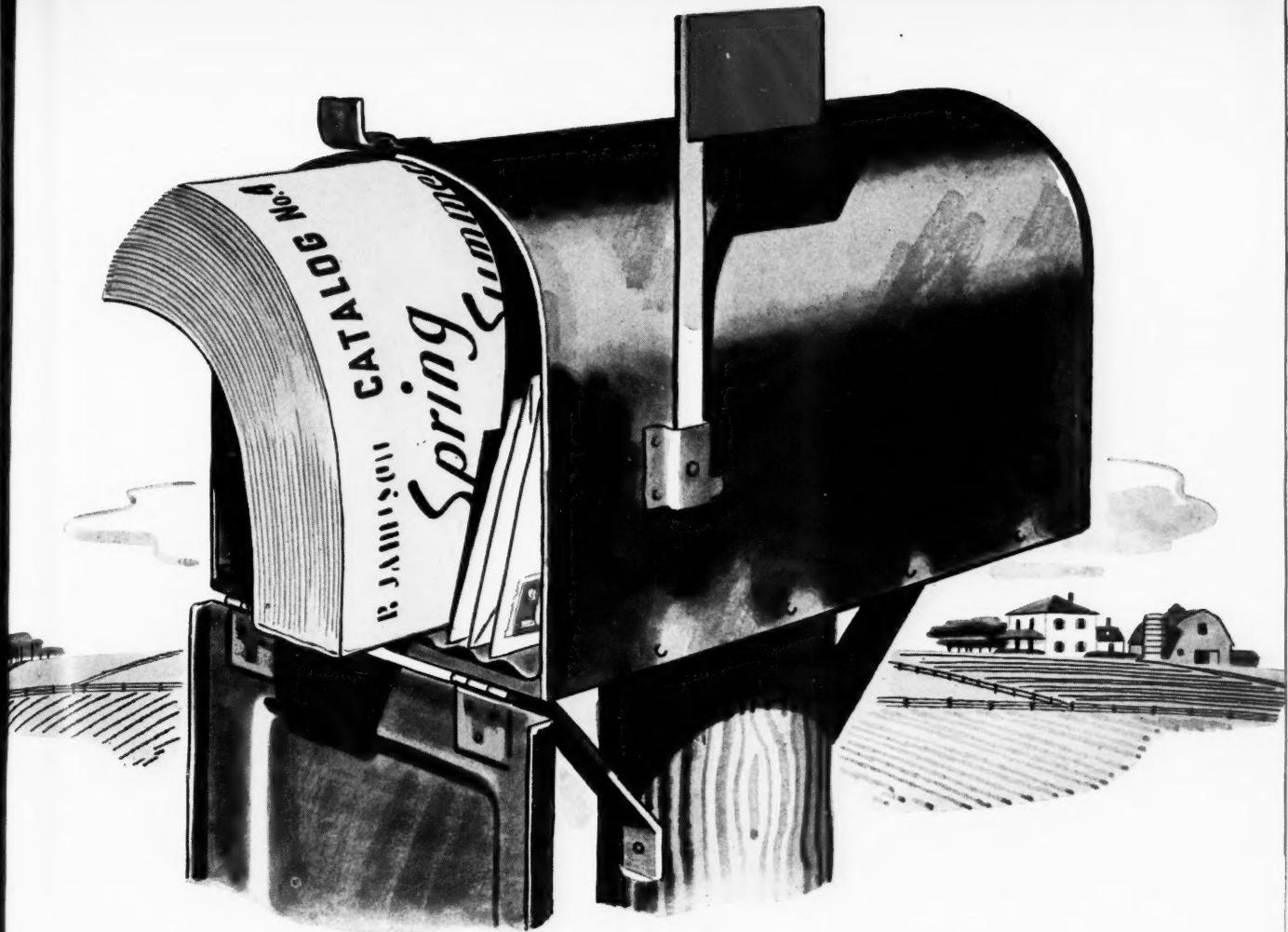
## OXFORD PAPER COMPANY

230 Park Avenue, New York, N. Y.

Mills at Rumford, Maine & West Carrollton, Ohio

Western Sales Office: 35 E. Wacker Drive, Chicago, Illinois





## The Show Window for Rural America

The show window for rural America is the mail order catalogue. Thousands of families and millions of people eagerly await their spring or fall copy. It is rural America's buying guide for thousands of items—from shoestrings to cultivators—and represents the investment of millions of dollars by our farmers.

6,000 tons of paper whirling through massive presses—consumption of 740

pounds of ink an hour—true color reproduction and accurate register on giant runs—a herculean task. C. B. Cottrell & Sons Company are pioneers in the building of Rotary Presses for mail order catalogues and are proud of their part in serving rural America.

Cottrell engineering skill and ingenuity have played a large part in the development of the mail order catalogue. Developments, which yesterday were thought impossible,

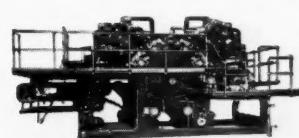
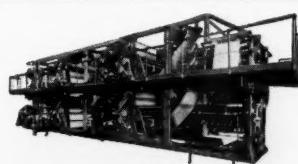
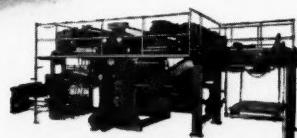
are now taken as a matter of course.

Today, Cottrell is unable to manufacture presses—we have a bigger and more urgent job—but when a victorious peace has been won, eighty-eight years of press manufacturing experience will once more be working for the advancement of the printing and publishing industry. Meanwhile, our eyes are on the future—we shall not lose touch with the trade.

## C. B. COTTRELL & SONS CO.

*Westerly, R. I.*

New York: 25 East 26th Street • Chicago: Daily News Bldg., 400 West Madison Street • Claybourn Division: 3713 North Humboldt Avenue, Milwaukee, Wis. • Smyth-Horne Ltd., Chipstead, Surrey, England



**NATIONALLY-DISTRIBUTED**

- ALA.: Partin Paper Co.; Sloan Paper Co.
- ARIZ.: Blake, Moffitt & Towne; Zellerbach.
- ARK.: Roach Paper Co.
- CAL.: Blake, Moffitt & Towne; Commercial Paper Corp.; General Paper Co.; Zellerbach.
- COL.: Dixon & Co.
- CONN.: Rourke-Eno Paper Co.; Arnold-Roberts; John Carter & Co.; Green & Low; Henry Lindenmeyer & Sons; Storrs & Bement Co.; Whitney-Anderson.
- D. of C.: R. P. Andrews; Barton, Duer & Koch; Stanford.
- FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.
- GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.
- IDA.: Blake, Moffitt & Towne; Zellerbach.
- ILL.: Berkshire Paper Co.; Birmingham & Prosser; Blunden-Lyon Paper Co.; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Marquette Paper Corp.; Messinger Paper Co.; Swigart Paper Co.; James White; Zellerbach.
- IND.: Central Ohio; Century Paper Co.; Diem & Wing; C. P. Lesh; Crescent Paper Co.
- IOWA: Carpenter Paper Co.
- KAN.: Central-Topeka.
- KY.: Louisville Paper Co.
- LA.: Alco Paper Co.
- ME.: Arnold-Roberts; C. H. Robinson.
- MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.
- MASS.: Arnold-Roberts; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Cook-Vivian; Mill Brand Papers, Inc.; Paper House of N.E.; Storrs & Bement Co.; Percy D. Wells; Whitney-Anderson.
- MICH.: Beecher, Peck & Lewis; Birmingham & Pros-ser; Carpenter Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.
- MINN.: John Boshart; General Paper Corp.; Stilwell-Minneapolis Paper Co.; E. J. Stilwell.
- MO.: Acme Paper Co.; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.
- MONT.: Carpenter Paper Co.
- NEB.: Carpenter Paper Co.; Western Newspaper Union; Western Paper Co.
- N.J.: Bulkley, Dunton & Co.; Lathrop Paper Co.; Lew-mar Paper Co.; J. E. Linde; Henry Lindenmeyer & Sons.
- NEW YORK CITY: H. P. Andrews; Beckman Paper & Card Co.; Bulkley, Dunton & Co.; Canfield Paper Co.; M. M. Elish & Co., Inc.; Forest Paper Co.; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyer & Sons; Marquardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold Card & Paper Co.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Gouldard-Plehn; Willmann Paper Co.
- NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; W. H. Smith; Union Paper & Twine.
- N. C.: Dillard Paper Co.
- OHIO: Alling & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cincinnati Cordage; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.
- OKLA.: Carpenter Paper Co.; Tulsa Paper Co.
- ORE.: Carter, Rice & Co. of Ore.; Fraser; Zellerbach.
- PA.: Alling & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuylkill Paper Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong; H. A. Whiteman & Co.
- R. I.: Arnold-Roberts Co.; John Carter & Co.; Narragansett Paper Co.
- S. C.: Dillard Paper Co.
- TENN.: Bond-Sanders Paper Co.; Clements Paper Co.; Sloan Paper Co.
- TEX.: L. S. Bosworth Co., Inc.; Carpenter Paper Co.; C. & G. Paper House; Clampitt Paper Co.; Graham Paper Co.
- UTAH: Carpenter Paper Co.; Zellerbach.
- VA.: Old Dominion Paper Co.; Cauthorne Paper Co.; Richmond Paper Co.; Roanoke Paper Co.; B.W. Wilson.
- WASH.: Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Tacoma Paper & Stat'y Co.; Zellerbach.
- WIS.: Bouer Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.

# LOOKING FOR A QUALITY OFFSET?

## ADENA *Halftone* OFFSET

- ★ Midway between enamel and offset, Adena Halftone offers you the advantages of both!
- ★ Won't shrink, strain, stretch or curl. Dull or gloss.

*Greeting Card Papeterie*  
EMBOSSING AND DECORATED



## CHILlicothe PAPERS

A BUY-WORD  
FOR HIGH-GRADE

THE CHILlicothe PAPER CO.  
Chillicothe, Ohio

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

Save Money  
by shipping  
via Miami  
Valley  
Shippers  
Association

## BINGHAM BROTHERS COMPANY

FOUNDED 1849

**Every Kind of Roller  
and Adhesive**

NEW YORK.....406 PEARL STREET  
PHILADELPHIA...521 CHERRY STREET  
BALTIMORE....131 COLVIN STREET  
ROCHESTER...980 HUDSON AVENUE  
NEWARK, BROWN & LESTER AVENUE  
GARWOOD.....SOUTH AVENUE

## AMERICAN ROLLERS

★ Pre-conditioned for longer wear,  
they make your roller dollars go  
farther...help you conserve.  
Finest rollers made. Test a set.  
See for yourself. Order now.

**AMERICAN ROLLER CO.**  
1342 North Halsted St., Chicago, Ill.  
225 N. New Jersey St., Indianapolis, Ind.  
1531 Branch St., St. Louis, Mo.



# He has a right to know!

When the shooting's all over, what kind of America will he come home to?

He has a right to know!

Will business have pulled in its horns instead of tooting them?

Will brand names be covered with cobwebs or covered with glory? . . . Will this fighting man find a job waiting for him in the America he fought to preserve?

He has a right to know . . . He upheld his end of the bargain, and admittedly the harder end.

Will we men of business and industry uphold ours?

Advertising and printing, in all its many forms, will help to forward the war effort and sustain civilian economy . . . will give business a head start when the "All Clear" sounds for keeps.

Mead, Dill & Collins, and Wheelwright papers are taking—and making—better impressions for business. They will continue to do precisely that. And "Paper Makers to America" can tell our symbolic veteran that we of Mead will give a good account of our stewardship.

He has a right to know!

Write for a copy of a new brochure: "Printing in War Times"

WAR SAVINGS BONDS! The best buy in paper today!

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



## SALES OFFICES

THE MEAD SALES COMPANY  
DILL & COLLINS INC.  
WHEELWRIGHT PAPERS, INC.

230 PARK AVENUE, NEW YORK CITY

New York  
Chicago

Philadelphia  
Dayton

Boston  
Kingport

THE MEAD CORPORATION

# YES, RISING IS REALLY ADVERTISING THIS YEAR

The magazines below aren't by any means all we are using. But they give you an idea of the extent of Rising's 1943 advertising schedule, and the way we are covering your customers with the fair challenge:

**ASK YOUR PRINTER . . . HE KNOWS PAPER**

*Rising Paper Co., Housatonic, Mass.*



# Cut Engine No. 2

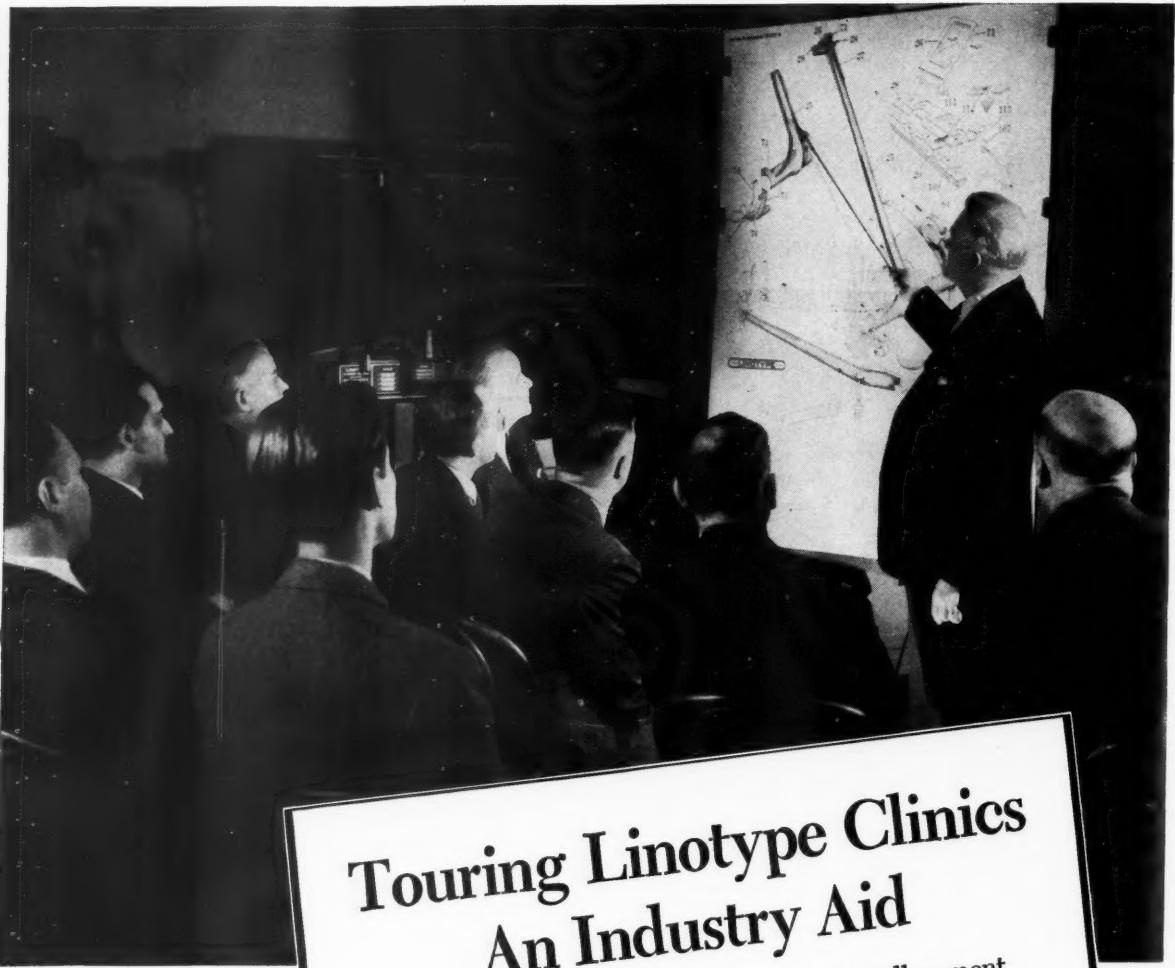


**SAVE to WIN**  
**Buy War Bonds!**

Flight apron mechanics at one of the country's big airplane plants can't talk to each other over the roar of the powerful engines they are tuning, so they speed their work with signals like this. • Such a gesture's as easy to understand as one of the production signals flashed continuously in war plants from coast to coast by office and factory forms printed on the six easy-to-see, hard-to-overlook wartime colors of

# HOWARD BOND

Also available in White and Ivory . . . for letterheads



## Touring Linotype Clinics An Industry Aid

Clinics are conducted in a manner to assure greatest value. The technical discussions of practical phases of Linotype operation and maintenance and the question-and-answer portions of the sessions, are proving to be popular and of definite benefit.

Men in the Nation's armed forces . . . the allurement of war industries . . . numbers of inexperienced substitutes . . . all have created an industry manpower condition that Linotype is attempting to improve.

Maintenance Clinics are being conducted throughout the country. Without exception these Linotype Clinics are being hailed with enthusiasm by printers and publishers everywhere. Those who attend them are receiving expert information concerning maintenance problems and machine adjustments. Regular operators with individual problems are taking advantage of these "refresher courses."

Watch for the notice of the Clinic in your section!

*Buy Bonds!*



*Buy Bonds!*

LINOTYPE

Linotype Caledonia, Caledonia Bold and Garamond Bold No. 3 Italic

# DECLARATION of Post-War Principles

THE NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION, an international professional organization of 2,100 Industrial Advertising men and women, representing the outstanding Industrial organizations of the United States and Canada, in addition to continuing its essential wartime job of fostering the proper preparation and distribution of helpful job information to the greatly expanded production lines of industry, sets forth the following basic principles as a foundation on which a secure post-war economy can be built:

## I

That the commonly called private enterprise or free-competition system has provided the highest standard of living in the world.

## II

That such a high standard cannot be maintained and improved unless the highest possible levels of employment and productivity are attained during the post-war period.

## III

That the attaining and maintaining of these high levels of employment and productivity are the major responsibilities of Industry.

## IV

That Industry's effective functioning under this responsibility is dependent upon the coöperation of Labor and Government.

## V

That this smooth coöperation between Industry, Labor, and Government is possible only if:—

- (a) The evil practices that have attached themselves to the private enterprise system be done away with.
- (b) Industry more fully understands the viewpoint and problems of Labor.
- (c) Labor secures a clearer picture of the functions and responsibilities of Industry.
- (d) Government abandons excessive regulation made necessary by the war and establishes a tax program which will permit accumulation of reasonable reserves for necessary new equipment and expansion.

## VI

That this attainment of a high level of prosperity for every individual is the only feasible means of absorbing the huge debts of war within any reasonable period.

## VII

That these goals are completely dependent upon:

- (a) An ability to produce consistently more goods at a lower cost.
- (b) A wider and more complete dissemination of industrial and technical information.

## VIII

That improved methods of Industrial Advertising and Marketing can bring about the greatest reduction in distribution costs.

## IX

That the widest and most complete dissemination of industrial and technical information is made possible by the full use of all the techniques of Industrial Advertising and Marketing.

## X

In short, we, the National Industrial Advertisers Association, believe it is our duty as industrial spokesmen to do our utmost to help preserve all the good things and eliminate all the evils in the only system of national economy that has proved its merits by its accomplishments.

*Adopted by the Board of Directors  
National Industrial Advertisers Association, Inc.  
Cleveland, Ohio  
March 27, 1943*

NATIONAL INDUSTRIAL  
100 EAST OHIO ST.



ADVERTISERS ASSOCIATION  
CHICAGO, ILLINOIS



I EXPECT TO PASS  
THROUGH THIS LIFE BUT  
ONCE...IF, THEREFORE, THERE  
BE ANY KINDNESS I CAN SHOW,  
OR ANY GOOD THING I CAN DO  
TO MY FELLOW HUMAN BEINGS  
LET ME DO IT NOW. LET ME NOT  
DEFER IT, OR NEGLECT IT,  
FOR I SHALL NOT PASS  
THIS WAY AGAIN.

EDMUND COURtenay  
EARL OF DEVON

# The Inland Printer

JUNE, 1943

## Pulp Situation Tighter in Spite of Printers' Savings

*Many plans are used by printers and publishers to hold their paper consumption within the quotas set*

by the War Production Board but mill inventories of pulpwood continue to shrink • By A. G. Fegert

**E**DITORS AND PUBLISHERS of business papers and magazines generally are putting on real service uniforms by cutting down sizes of their publications, reducing margins, using lighter weight papers and otherwise doing things that will place their consumption of paper well within the limits of the requirements of the War Production Board.

"Here is a publication that shows the manner in which a saving has been effected in the use of paper without affecting the size of the type page," explained one printer who specializes in publication work.

### NO CHANGE IN APPEARANCE

Samples of a normal peacetime issue of the publication and a wartime issue were produced for comparison. The casual reader might never have noticed that a change was made because the outside cover page looked proportionately the same. However, by actual measurement, the name of the publication which was printed with a special logotype 8 inches wide and  $11\frac{1}{16}$  inches high in the "peacetime" issue, was  $7\frac{1}{4}$  inches wide, and  $1\frac{1}{2}$  inches high on the new "wartime" cover. The type page remained the same size it always was: 7 by 10 inches.

The over-all size of the publication, trimmed down from its former size of 9 by 12 inches, was  $8\frac{1}{8}$  by  $11\frac{1}{4}$  inches. A page of the old size contained 108 square inches, while the new trimmed size contains 91.16 square inches. Thus, if the same

weight of paper had been used, a saving of 15.6 per cent would have been effected. However, the weight of the paper was also reduced in the new "wartime" format, so that 152 pages and cover of the new size weighed exactly 16 ounces, while 144 pages and cover of the former size weighed exactly 20 ounces.

Thus, with an increase of eight pages in the new size of publication, the total weight was 20 per cent less than formerly, which gives the publisher additional leeway for either an increased number of pages, or an increase in circulation without using more than the allowable quota of 90 per cent of the volume of paper used during 1942, which the War Production Board set up in Order L-244.

In the new trimmed size of the publication no advertiser who furnished plates on the basis of 42 by 60 picas was required to make any changes. All old plates were used and can be used in the future.

### BLEED PAGES CHANGED

However, bleed pages and inserts were slightly affected by the reduced over-all size. Where the bleed occurred on three sides of a page, it was noticeable that in several instances type matter came dangerously close to the edges, but in no case trimmed off. The printer explained that advertisers using bleed pages will be obliged in the future to change the specifications slightly when ordering new cuts. This will also help answer the problem of a

shortage of copper and zinc, because more engravings can be made from the same size flat.

Another printer who interpreted the 90 per cent limitation order on the basis of paper that actually went through the printing press, required his publisher customers to have the paper on hand trimmed before the sheets were printed. In consequence he trimmed all of the sheets, and was able to run the reduced sized sheets through the next size smaller press.

"Did you charge your customer for the trimming of the stock?" this printer was asked.

### SCRAP FOR SMALL FOLDERS

"Sure, we did," was the answer. "We now have a whole skid of paper in strips of about  $7\frac{1}{2}$  by 72 inches in our stock room, and we have asked the customer what he wants to do with it. Since he furnished the stock, this skid of paper belongs to him. If a political campaign were on, we could use it up by running handbills, two up, on our small presses. If the customer wants us to make scratch pads out of it, we will do so. It surely will make a lot of them but the difficulty is that only pencils can be used on them."

The printer said that this customer is ordering the smaller size sheet for future issues but is reporting the reduced quantity of paper upon which ink has been applied for the current runs. Future orders will also call for the 60-pound basis of paper, instead of a 70-pound as

formerly used, which will give this publisher leeway to increase the number of pages or circulation, and still come within the limits set by the War Production Board.

A top-notch printer reported, in answer to the query, that one national magazine that had formerly used a 40-pound paper for the rotogravure section had reduced the weight of that section to a 22½-pound specially made newsprint. Such a light-weight paper could not possibly be used if the sheet were printed by the letterpress process, because of the danger of "show-throughs," the printer said.

#### PULP PAPER FOR BULK

Another national magazine likewise reduced the weight of paper in one of its signatures from a 54-pound basis to the same basis of 22½-pound, and is now running it through the presses by the rotogravure process. This same magazine, desiring to retain some of its former thickness, now prints some sections on a good grade of pulp stock, which bulks up more but saves tonnage.

One of the printers interviewed directed attention to other savings which were effected by the reduction in weight of the paper stock. He referred to four publications printed in his plant, circulation being respectively for each issue, 85,000; 60,000; 32,000; and 5,800.

The most important saving he said was that of reduced poundage to be paid for in second-class postage rates. He also referred to the saving in the amount of paper used, because of smaller page size, and the consequent saving in the cost of presswork, because many of the runs could be placed upon smaller presses.

#### SAVE PRESS WASTE

A downstate Illinois printer, who specializes in publication work, has for a number of years printed a magazine of a very odd shape. Approximately square, this magazine was always very awkward to print, and the spoilage in the pressroom and bindery was high, as compared with the publications of standard shapes. As long as there was plenty of paper, the publisher was willing to pay the extra cost, because the shape made his magazine distinctive.

When the paper restriction order came through, this printer sug-

gested to the publisher that he change the size and shape to conform with a standard size sheet of paper. This was done, and the saving that has been made in spoilage alone almost takes care of the 10 per cent reduction in quota.

This same printer also suggested drastically reduced page sizes to some of his customers, in order to

lost when circulation was cut to save paper.

Several publishing houses ran advertising in papers reaching industrial users of advertising space, that the trim sizes of their publications formerly 9 by 12 inches would be 8½ by 11¼ inches beginning with specified issues. Their advertisers were advised in such cases that the users of regular page size copy, measuring 7 by 10 inches type page, would not be affected by the change in the trimmed size of the publication, but that users of bleed pages and inserts were to take note that pages were to be 8¼ by 11½ inches in size.

#### SOME PAPERS HAVE LEEWAY

Industrial publications using less than twenty-five tons of paper in a quarter of a year have not been obliged to cut down their sizes, or to reduce their weights, or circulations, merely being required to use no more paper than last year.

However, many of these publications are voluntarily contributing to the war effort by reducing their paper usage by means of smaller page sizes, narrower margins, and weeding out of waste in their circulation lists.

Many of the editors of these magazines are discovering that they have been wasting a great many words all these years, and by more careful editing are eliminating this waste. The gains are at least two-fold—paper is saved for more essential uses, and brighter, shorter, more interesting stories now appear in the pages.

#### DEPLORE GOVERNMENT WASTE

Reports are being circulated that Federal agencies which have been criticized for extravagant uses of paper have "reduced inventories, trimmed specifications, and cut out non-essentials with total savings that run into thousands of tons." It is said that the Government takes only 10 per cent of the total wood pulp supply even though its use of writing and printing papers exceeds that percentage.

A number of newspapers criticized the Office of Price Administration severely recently, when long lists of ceiling prices were issued, only to be amended two weeks later. The papers felt that the newsprint could have been used to serve a more worthwhile purpose.

## MAGAZINE ECONOMIES

### Avert Paper Slash

★ In making a statement before the Boren-Halleck investigating committee on May 10, 1943, Donald M. Nelson, Chief of the War Production Board, had this to say about the paper situation:

"Through their own resourcefulness, many magazine publishers have resorted to use of lighter grades of paper and other economies in order to make the most advantage of a curtailed supply.

"Even in the face of the serious pulp and pulpwood situation in the United States, the Printing and Publishing Division believes that with the co-operation of the industry no further restriction in use of print paper by magazines will be necessary until the fourth quarter of 1943, if the magazines live within the allotment given by W. P. B."

save paper and enable him to print their magazines on the next size smaller press. These smaller pages also give the publishers greater flexibility in laying out their press forms. In most of these cases, the publisher is restricted only by the commercial printing order, L-241.

#### COLOR ADDS IMPRESSIVENESS

To replace some of the impressiveness that a larger size gives, he worked out a plan to add more color work to the publications at very little added cost. This was done by means of printing covers and other standard sections several months in advance, and doubling them up on a large press.

This plan enables him to give the publishers more attractive magazines, and at the same time gives the printer more impressions to make up for some of the volume

Mail order houses have reduced the weight of most of their pages from a 54-pound basis to a 50-pound basis and less. Pages carrying rotogravure impressions have been cut in some instances even further.

An example of conserving paper is found in the production of the latest issue of the telephone directory for Washington, D. C., which

Various estimates are being made concerning the consumption of paper as compared with probable supplies. Some estimates indicate that civilian demands for paper will exceed by 40 per cent the prospective supply. It is noticeable that estimates of this kind are not traceable to any authorities who will allow themselves to be quoted.

### NEW MAGAZINES HAVE NO QUOTAS OF PAPER

★ A trend of public interest toward trade and technical magazines has prompted many magazine publishers to plan the publication of new magazines.

In observing that trend, W. J. Risley, Jr., chief of the Magazine and Periodical Section, W.P.B., last month warned prospective publishers of new magazines that they literally have no allotment of paper for such publications. Under the terms of order L-244, any publisher who did not issue a magazine in 1942, the base period, is required to file a request for allotment of paper quota.

"Some prospective publishers," said Mr. Risley, "have assumed that the Magazine Limitation Order L-244 does not apply to them. This is obviously a wrong impression, since paper use by all magazines is regulated by this order, on the basis of the tonnage

that was used by the publisher in the base year 1942."

Mr. Risley went on to say that inasmuch as decreasing supplies of wood and wood pulp made it necessary to curtail usage by established magazines, a request by any person for an allotment of paper to start a new publication will, if granted, have the effect of taking more paper from the other publishers of the nation. Authorizations can be recommended only in the most urgent and exceptional cases.

"A number of small magazines were started during the first three months of this year," he continued, "when magazine publishers using twenty-five tons or less each calendar quarter were exempted from the restrictions. The March 26th amendment of L-244 limited smaller-usage publishers to approximately their 1942 paper use."

contains 7 per cent more listings than that of the previous issue. However, the number of pages has been reduced from 968 pages last year to 712 pages this year, and the weight of each book has been reduced from 4½ pounds last year to 3¾ pounds this year. The trick employed to bring about this saving was to set the type four columns to a page, instead of three; to use more condensed type and cut down the margins.

#### SAVINGS IN CORRESPONDENCE

Washington sources are encouraging the conservation of paper by using shorter sheets for letters and enclosing them in No. 6½ envelopes instead of No. 10; by using smaller type and smaller margins for all printed forms; by using backs of letters for carbons of answers, and by using both sides of sheets for mimeographing purposes.

referred to the diminishing inventory of pulp wood. He continued:

"The only way we publishers can prevent another serious cut is by the conservation of paper all along the line—conservation in the use of paper by ourselves in every possible way even if it is more than the 10 per cent ordered; conservation in the use of paper by business and industry, and conservation by the United States Government. Your committee on paper is working hard in Washington, in co-operation with the Printing and Publishing Division of W. P. B., the O.W.I., and the Bureau of the Budget, to cut down the use of paper by the United States Government, and we are making real headway."

#### BUSINESS PRESS CAN HELP

The suggestion was made that the idea must be sold to business and industry, and the best way to sell any idea to business and industry is through the business press.

Paper manufacturers and merchants are taking cognizance of the conservation movement and are suggesting to users of stationery that as lighter papers are ordered the quality should be stepped up.

The argument is that, the paper being thinner, a higher rag content must be used to retain the same physical properties. Another point in favor of this upgrading system is that rags are more plentiful than wood pulp, thus relieving to some extent a very critical situation.

The War Production Board has consistently shied away from making any decision regarding which types of printing are essential.

#### THIS ACTION NOW COMING

The increasing scarcity of pulp wood appears likely to force this action in the near future. The first step is the recent order to woodpulp producers to withhold 20 per cent of their production each month, which will only be released to specified users after allocation by W.P.B.

The allocations granted under this order will be a tipoff as to which industries, and which types of paper, W.P.B. considers essential.

Elsewhere in this issue will be found an item calling on farmers to supplement the supply of pulpwood. It is now feared that anything done by farmers will be too late to help the situation this year, but will relieve the strain in 1944.

# *It will pay you to*

## KNOW WHAT OTHERS ARE SELLING

*By Joseph C. Gries*

**I**N THIS selling episode I hope to bring home to the printing salesman the value of learning the purposes and functions of other advertising mediums—how that knowledge can come in mighty handy in securing the order and gaining the confidence of the customer.

As I have indicated on many occasions, it is my opinion that the men engaged in selling printing have not been schooled in the tactics of selling which prove so successful for the representatives of other mediums.

**T**HE MEN who sell newspaper and magazine space or radio time or outdoor boards have at their finger tips all of the convincing arguments to show how their particular medium fits into the advertiser's program and why it should be included in the schedule. They base their arguments upon the strength and merit of their own medium as compared with the weakness of the other mediums—or they will show in no uncertain terms how their medium should be used as a support for these other mediums.

If the various phases of merchandising are considered it is certain that there are conditions under which radio could not be profitably employed by the advertiser. There are others where national space would be entirely out of the question; but I can't think of an instance where direct advertising—sales promotional printed matter—would not fit any advertising program. Yet the representatives of the other mediums go in and get the big portions of the budget and the printer takes the leavings.

I blame this situation to a great extent upon the printers themselves and their salesmen. There are dozens of cases where an advertiser is using another medium where if he used direct advertising he would secure far better results at much lower cost in dollars spent and cost of each inquiry. This brings us to a selling episode which to some extent illustrates my point.

The advertiser, or prospect, was manufacturing an oil-burning heating unit for homes. His prospects were the owners of homes costing upwards from \$10,000. His was a small but good company manufacturing a good product. His market or trading area was within a radius of about fifty miles of a large city. His oil burners were sold direct to the home owners or the builders. He had no dealers—no retail outlets. His objective through advertising was to secure inquiries and then send his own representatives to call. Of course there was a descriptive booklet to send for, giving descriptions and facts concerning the product.

Our first tip-off on this manufacturer came through a good-sized ad in the metropolitan newspaper. A study of the copy immediately presented this manufacturer as a hot prospect for direct advertising if properly presented with facts as they related to his set-up and his objectives.

So, fortified with figures we were able to assemble, we called on Mr. Smith of the Smith Oil Burner Company (not actually his name).

"Mr. Smith, the object of your advertising is to secure names of good prospects for your product, is it not?"

"That is correct."

"These prospects must be people actually interested in buying a product such as yours or you will be wasting valuable time of your small sales organization. Further-

more, the cost of securing the names must be held to a minimum or the cost of each sale might get out of hand.

"Now, let's analyze your plan of using newspaper advertising. We agree that it is a fine advertising medium, with a circulation of 800,000. But is it economical for you? Of that 800,000 total circulation, 76 per cent goes to city dwellers—apartment-house tenants. That 76 per cent is practically all waste for you. There might be a small percentage of those readers who are contemplating building a home at some future time, but unless you keep up an uninterrupted program of advertising, they won't remember the Smith Oil Burner.

"You might also catch a few contractors who have offices in the city, through this newspaper advertising, but generally speaking, the 76 per cent is waste.

"That leaves but 24 per cent of the circulation going into your best markets. To be generous, let's say that three-quarters of the 24 per cent have coal or gas heat. That makes 18 per cent of the total circulation possible prospects for you. Now of that 18 per cent we will say that half of them would be interested in the story of the Smith Oil Burner. That means that in round figures you are wasting 90 per cent of the money you are putting into your newspaper advertising.

"To reduce it to smaller factors, only about 5 per cent of those prospects would send for your booklet, providing you kept up your newspaper campaign and kept reminding them. This is giving you every possible good break in the percentages and results.

"We are here, Mr. Smith, to show you the economical and most effective way for you to get your prospects and turn them into customers. Do it with well directed sales promotional printed matter!"

"From well chosen mailing lists we will find the names of every home owner and prospective home owner within your trading area. We can segregate those who have already built from those to whom permits have been issued. We can control the printed messages to suit the home owner or the contractor. With direct advertising you not only get 100 per cent controlled coverage instead of over 90 per cent waste through the newspaper, but you can also control the circulation of your printing by areas so that your salesmen can more easily and quickly follow up the inquiries. When the north suburbs have been covered you can then send your sales ammunition into the east and the south and the west. In the newspaper you must take the entire circulation, which if it is to be efficiently followed up must be covered quickly or the effectiveness of your advertising will fade out.

"Now, adding up all the advantages of direct advertising over newspaper advertising *in your particular case*, from the standpoint of economy, effectiveness, and control, I believe you will agree that our medium is the one best suited to your needs.

"I emphasize the words '*in your particular case*' because newspaper advertising is a most effective medium when properly used. If you had retail outlets we would recommend newspaper and radio advertising—both supported by direct advertising."

We received a nice order from this interview and established a long time account. Mr. Smith saw the logic and reasoning in our sales story and it all worked out as we had predicted.

Printing salesmen—it is my urgent advice to you to learn the functions of all other mediums and how printing ties in with each of them.

# Lithographers Discuss Manpower and Wartime Printing

Election of officers closes meeting of  
Lithographers National Association.

**Public Printer Giegengack comments on the cooperative attitude of printers in production of wartime printing**

**H**OW WOMEN are being trained and assigned to do work in an army lithographic establishment, and the important part that products of presses play in the conduct of the war were the principal subjects discussed in the two-day war conference conducted under the auspices of the Lithographers National Association in Chicago, May 10 and 11.

On the day following—Wednesday, May 12—the association held its executive meeting for members only, at which four new directors were elected, and the twenty-two other directors were reelected. At a subsequent meeting of the directors, officers were elected to serve for the coming year.

## TRAUNG ELECTED PRESIDENT

Louis Traung, president, Stecher-Traung Lithograph Company, San Francisco, was elected president of the association, succeeding Milton P. Thwaite, of Long Island, New York, who had served as president for the past two years. Other officers who were elected, are: vice-president, George E. Loder, New York Process Company, New York City; treasurer, George C. Kindred, Long Island, New York. W. Floyd Maxwell, with headquarters in New York City, is executive secretary.

The four new directors are: Ernest E. Jones, of The Graphic Arts Corporation, of Toledo, Ohio; Paul Povenz, of Calvert Lithographing Company, Detroit; Thomas B. Sheridan, president of the American Bank Stationery Company, North Bergen, New Jersey; and Alfred F. Rossoti, president of Rossoti Lithographing Company, New York City.

A. E. Giegengack, Public Printer of the United States, who was the first speaker, referred to the changed attitude among printers (he said that he was using the term "printer" to include all contractors in the industry) toward the Government Printing Office and the war.

"In traveling about the country I have noted that printers appear to be more interested today than they were a year ago in the question of how they may assist, through printing, in the prosecution of the war, rather than how the prosecution of the war may help the individual printer," said Mr. Giegengack. "Our first thought and our first effort

in questions concerning the manner in which the Government Printing Office operates in its relations with commercial houses; how much work goes to commercial plants; what type of work is done in the Government plant, and what contributions the graphic arts are making to win the war and to the technical and business advancement of the craft.



Louis Traung (left), and his twin brother Charles. Louis was elected president of the Lithographers National Association at its war conference. Photo courtesy Guy Martin, Harris-Seybold-Potter Co.

should be to attune our own desires and talents to the war effort in such a way that we may be doing our level best to win the war.

"But on the other hand it is eminently proper that if, in our patriotic effort, we also can help ourselves, we have not only a right to do that, but good sense approves that course. It is a commentary on the changing trend of business thought that groups such as yours have stopped asking, 'How can we be helped?' and have begun to ask instead, 'How can we help?'"

The Public Printer said that commercial printers are most interested

He stated the most urgent rush work connected with the war effort is not sent out to contractors but is done in the Government Printing Office because by so doing time is saved which would have to be consumed in sending copy, plates, and stock to commercial houses.

Repeating some of the policies of the G.P.O., which he has followed consistently, Mr. Giegengack mentioned that he believed that after the war is won, return to normal conditions in the industry will be easier because of the policies he has followed. He referred to his decision not to expand the facilities of the

# The SALE\$MAN'S CORNER...

G.P.O. but to utilize outside commercial plants for the overflow. He again repeated a statement previously published that this year about \$60,000,000 worth of printing would go through the G.P.O., \$35,-000,000 of which would be done on contract by commercial plants.

Then he added a remark not in his script, that since he had arrived in Chicago he had received word from his office that the figure would be nearer \$70,000,000, which means that commercial plants will do \$45,000,000 worth. He referred to his recent visits in different parts of the country to inspect the five new warehouses located in San Francisco, Dallas, Atlanta, Chicago, and New York City, and to study the way local contracts are being awarded and filled in each center, with a view to better service.

#### WAREHOUSES WHERE NECESSARY

"It is quite possible that you are wondering why warehouses have not been set up in other cities of the United States, and especially in your own city where your own individual plant is located," suggested Mr. Giegengack. "What we have endeavored to do, is to open warehouses at strategic places which have been designated by the armed services of the country as distribution points for their materials and supplies. Besides, they are located in places where types of equipment most often needed are available for the production of printed and lithographic materials. It is possible that other warehouses may be opened but it is my intention to hold the number of them down to an irreducible minimum."

#### COMPLIMENTS PRINTERS

He told numerous stories of how the contractors in the industry have coöperated in getting out rush work, especially in connection with the production of printed material for the starting of the rationing system, and for the millions of war posters, produced mostly by the lithographic process. He passed on a compliment contained in a special letter from the Treasury Department concerning speedy work in connection with production of posters which was done by a lithographer in the Middle West.

He referred to the loss of manpower in the G.P.O., and said that

VACATIONS. How should we consider them this year; as a reward for faithful service, or as insurance that we shall be able to go through the coming year at top speed? Those who think of the vacations as rewards for faithful service point out that most firms standardize vacation practice:—One week after a certain number of months service, two weeks each year after that, and three weeks after ten or fifteen years of continuous employment, for example; and they are inclined to consider them as luxuries, incompatible with the war effort at a time when we are desperately short of manpower.

#### BEST FOR THE LONG HAUL

Those who take the insurance viewpoint look at the problem somewhat in this manner. Here we are in a war which gives every promise of being a long one. With the exception of some of the younger married men with children, most printing salesmen are past the age of maximum *physical* efficiency. If they were not, Mr. Whiskers would have already collared them for the armed services. They do not have the advantage of manual work to keep fit. Their work is done under increasing nervous tension as they are ground between the millstones of customer pressure and shop manufacturing difficulties, and in most cases they are doing something for Civilian Defense. Vacations offer the only assurance that they will be able to keep up the pace.

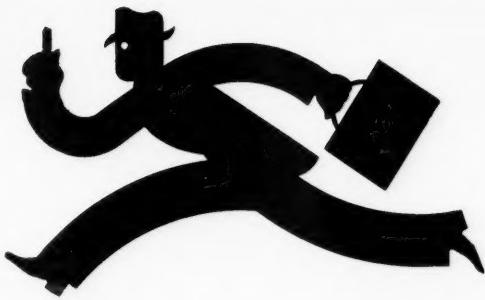
Efficiency engineers have found workers whose activities are largely mental to be those who most need vacations. Even men in tip-top physical condition, such as the trainees in our army camps, must be given an occasional furlough to keep up their morale; and in both public and private work the long vacations go to the mental workers. Consider how many of the higher-ups in firms for which you print are away for a month in the summer. Teachers have still longer vacations, as do both state and federal judges. The greater the mental stress and the longer the hours worked, the greater the period of rest needed.

#### VACATION HELPS EMPLOYER

The writer remembers an illuminating incident in which a very able paper salesman and his boss figured. It had been one of the lean years. Vacation time neared and the salesman went to his boss. "Mr. X." he said "things haven't been going so well but you have been so good to me that I want to do something to help out. I guess I will just pass up my vacation this year."

"Frank" said his boss "you're not making any hit with me when you say that. I am not concerned about the past year. What I want to know is that you will be in shape to do a lot of selling next year. You take your vacation and if I even hear of your calling a customer on the telephone you're fired." Frank took his vacation. But the tragic part of the story is that Frank never learned to take the necessary rest that must go with hard work. He burned himself out and died just at the time of life when he should have been most valuable to his company.

The papers are full of stories about man-hours lost through absenteeism. Figures are given showing the number of tanks.



By  
Forrest  
Rundell

airplanes, or ships that could have been built if the workers had remained on their jobs. But we do not see figures on the number of man-hours lost in the executive departments through sickness due to overwork, hypertension, high blood pressure, or similar ills; and we are given no estimate of the *effective* time lost because men have overworked until they are way below their normal efficiency. As an agency copywriter said recently, "I know the stuff I am turning out is way below par. But what can I do? The only time I get a rest is when I am sick and have to stay home for a day."

#### OVERWORK IS TELLING

All over the country business and professional men are discovering that they have over-estimated their ability to keep going at top speed. Even doctors are finding that there is a limit to their capacity for taking on additional work. The writer knows one doctor of exceptional physique who had not been sick a day in twenty-five years. When the war shortage of physicians became acute he tried working all sorts of hours to help out; and it was only a few months before his heart rebelled at the strain. Now this doctor has been obliged to give up all night calls and to take two days a week off in addition; and he is counting on a full month vacation.

Even the younger men of draft age are having trouble. Recently one of the better known of the younger executives in the graphic arts field said to the writer, "Do you know, I am simply so tired that I can't think straight any more. The worst of it is that I can't get rested, even when I go to bed early. I simply wake up that much earlier in the morning."

If you think the writer is basing his thesis on a few isolated cases watch the obituary pages for a while. Observe how many important executives in their forties and fifties we are losing. Then remember how many cases of sickness you find as you make your round of calls. Notice the look of strain on the faces you see hurrying along the street.

#### TRAVEL AS LITTLE AS POSSIBLE

What sort of vacation shall we take? The Office of Defense Transportation wants us to do as little traveling as possible; to go where we are going, and then stay put until we are ready to come home. Probably this is the best kind of vacation for us anyway. We shall need rest, and we cannot get rest by spending the time on trains or buses, or by driving the car. The writer is reminded of a prominent New York attorney he met at a camp in the Adirondacks. This man, well along in his sixties, was noted for the energy and vigor he showed in his daily work; and it is interesting that his reason for liking this camp was that it was a fine place to "sit around and put your feet up."

We shall need vacations this year to put us in shape for another twelve months of tough going. We shall need rest above anything else; and we can get it if we go somewhere where we can get plenty of sleep, fresh air, good food, and a place to sit around and put our feet up.

he has been obliged to seriously consider requesting the exemption of keyworkers and of essential men whose individual services cannot be spared without substantial harm to the war effort.

"While the printing industry has not been declared an essential war industry, it must be very plain to everyone that printing is a commodity and a service absolutely vital to the success of our war effort," concluded Mr. Giegengack. "Thousands of printers throughout the country are engaged in the production of printing which is actually a munition of war, while others are producing printing equally essential to the functioning of civil programs intimately identified with the national war program."

#### TONS AND TONS OF MAPS

More than 200 tons of war maps were shipped to North Africa for the use of the United States armed forces, according to speakers at the Tuesday afternoon session of the conference. One such shipment consisted of 120 tons. Methods of production in the field lithographic plants, and in the established army litho plant at Washington were described by Major William C. Cude, Colonel W. A. Johnson, and Lieutenant Colonel James G. Strobridge.

Major Cude commented on the meager use of maps in World War I as compared with the increased use of them in the present war.

#### MOBILE MAP-MAKING UNITS

"With the whole world as our battle front, more maps are needed, and many of them are produced in mobile units that must be equipped to function in the extreme cold temperatures of the arctic circle, and in the terrific heat of the torrid zone," said Major Cude. "They include the simple maps of local areas and complicated color maps which are used by different branches of the service."

Colonel Johnson, who is in command of the Army map service, said that he could not divulge detailed plans of operation, but he commended the forty to fifty lithographers throughout the country who had been enlisted in the service to produce 6,000,000 maps a month for use of the army forces.

Colonel Strobridge, who spoke on "Women Map Makers in the War,"

described operations in the army plant in Washington, at which 240 men and 106 women are engaged in making maps by the lithographic process. He presented his speech as though he were conducting a tour through the plant.

"Look at that woman operating that press over there," directed the colonel. "She was a waitress seven months ago."

#### **WOMEN FILL MOST JOBS**

He referred to a woman operating a 40- by 40-inch camera; another woman working at a paper-cutting machine; a woman plate-maker who had once been a nurse; other women doing photostat work, opaquing, and other operations for which they had been trained within the past few months. He described in detail the training system employed in the plant and remarked that while the skills of the newly trained women workers were not all that commercial lithographers would demand in doing the highest grade of work, the women were serving acceptably in the war emergency.

"With proper instruction and supervision while they are at their work, the women have done surprisingly well," said the speaker. "The British have done wonders in utilizing women in mapmaking, and they have done much more in the use of women even in doing such manual labor as is required in steel mills. Are you wondering about employing women in your plants? They can be trained."

#### **BEHN SAYS ALL MUST WORK**

Robert C. Behn, who spoke on "Manpower Mobilization and the Lithographer," referred to the need for 4,300,000 men for the armed forces this year, and an additional 2,100,000 men and women for work in war production plants.

"We must take off our Sunday clothes and get to work to win this war," said Mr. Behn. "You can't transfer 18,500,000 workers from peace to war activities without disrupting industry. In 1943, you will lose as many workers as you have lost up to the present time."

E. B. McNatt, regional director of the wage stabilization section of the War Labor Board, answered questions about wage increases and defined various rulings of the W.L.B.

How the O.W.I. utilizes all publicity mediums, including printed advertising, was described by means of films and orally by Seymour Morris, deputy chief of the office of program coordination of the O.W.I. He was followed by Henry Hoke of New York City, who showed a film and commented thereon describing the ways in which printers and lithographers might gear their creative and sales departments into the local victory campaigns in accordance with plans outlined and illustrated by the Graphic Arts Victory Committee, whose work is becoming better known because of the publicity given to it through the columns of **THE INLAND PRINTER**.

#### **SPEAKERS ON MANY SUBJECTS**

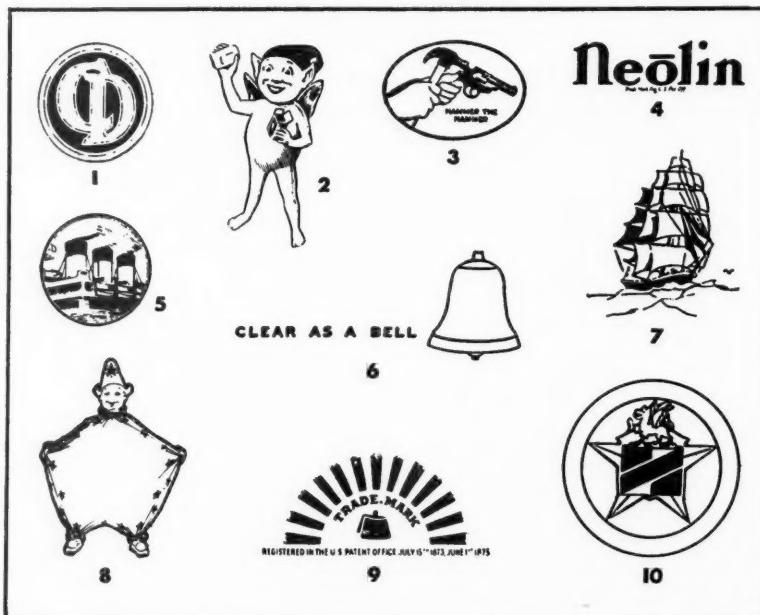
Other speakers included Russell Wilcox, of the Ration Banking Section of the O.P.A.; William K. Kidder, representing the paper and paper products branch of the O.P.A.; Thomas H. Beck, president of the Crowell-Collier Publishing Company, New York City; Victor W. Hurst, of the Eastman Kodak Company, Rochester, New York; and R. C. Swan, western branch manager of the Champion Paper and Fibre Company, Hamilton Ohio, who re-

ferred to the increasing shortage in chemicals, manpower, and other factors in the making of paper; Fred A. Weymouth, of the International Printing Ink division of the Interchemical Corporation, and others. Alfred B. Rode, of New York City, who is president of the Lithographic Technical Foundation, reported on operations during the year.

#### **TWO TOP-NOTCH EXHIBITS**

Two exhibits attracted attention in connection with the conference and convention. One was the war library display by the Miehle Printing Press and Manufacturing Company in its rooms, and the other was the Books by Offset whose ninety volumes were shown in a room on the main floor. Secretary Maxwell, in announcing this exhibit, said that the expenses of bringing the exhibit to the convention were defrayed by Harris-Seybold-Potter Company, R. Hoe and Company, and the American Type Founders, and that it was their plan to display the exhibit in various cities. A complete account of the ceremony which opened this exhibition in New York City, together with details concerning the books on display, will be found on another page.

#### **DO YOU REMEMBER THE ADVERTISING YOU READ?**



Here are ten trade-marks, representing products which were well advertised only a few years ago. Thousands of dollars were spent to establish these marks in the minds of the people. Then the manufacturers ceased advertising. How many of them can you identify? The moral is this: Even though a product may be so well known the manufacturer cannot supply the demand, it is necessary that he continue to advertise if he wants his product to remain popular. Trade marks identified on Page 55

# Books-by-Offset Exhibit Shows Advances In This Field

Wide variety of subjects chosen  
for reproduction is feature of

the exhibition books selected by the jury, and proves that offset process is at last taking its proper place

HERE is a rather strange anomaly in the position which offset lithography has achieved and the manner in which it has been forging ahead by leaps and bounds in comparatively recent years. Not such a great many years ago—with in the memory of many who are still young enough to keep up active participation in the work of the printing industry—lithography was considered to be not exactly on its way out to complete extinction, but was strictly limited to a very narrow field. Letterpress, with the development of color process printing, was making serious inroads on much of the work which had been considered possible only by lithography.

Now, while the positions are not wholly reversed, the developments in offset lithography have challenged, and are challenging, the ingenuity of letterpress printers the country over. As one prominent in the field has put it: "These three methods of printing—letterpress, gravure, and offset—have their distinct and separate fields, and none will supersede the other to extinction. It is, however, an indisputable fact that offset lithography can do much that is not possible by letterpress, and can do anything letterpress can do."

That expression seems to be especially worthy of consideration in connection with the recent exhibit of books produced by offset lithography during 1941 and 1942, assembled and shown by the American Institute of Graphic Arts. As the committee in charge stated, when it issued its call for books, it expected to receive possibly a couple of hundred, out of which a maximum of about 75 outstanding volumes could be selected. Actually, 548 entries were received from 116 publishers and lithographers, and even with the quota of selections raised to 90 it was difficult for the jury to choose from the wealth of material to be given consideration.

As stated in the introduction to the catalog of the exhibit, several of the books included are reprints, reproduced by offset lithography from sheets originally printed by letterpress. Some of the reprints are the direct results of the exigencies of war. Medical books, Anglo-Japanese manuals, and similar volumes for which the original letterpress plates were not available, were required in a hurry by the War and Navy Departments. The only prac-

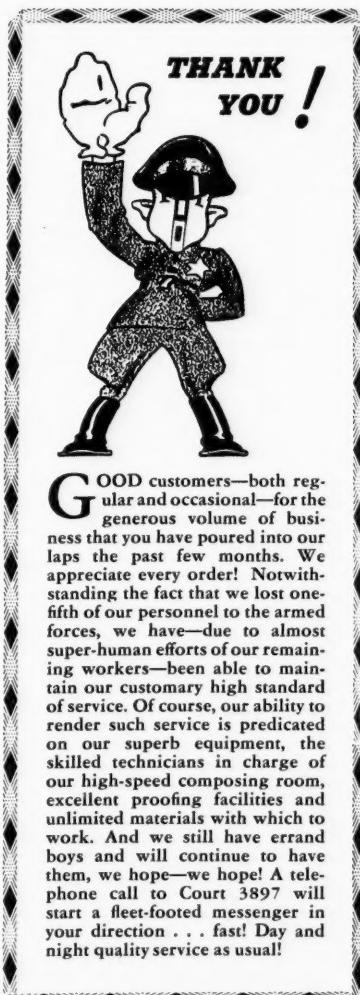
ticable solution was to take the best printed copies at hand and reproduce them photographically by the offset process.

In the section of the exhibit catalog devoted to reprints are listed such books as "Social Welfare and Professional Education," by Edith Abbott, published and produced by the University of Chicago Press; "Ignatius His Conclave," by John Donne, reproduced in facsimile from the edition of 1611 for the Facsimile Text Society by Columbia University Press; "Modern Surgical Technic," by Max Thorek, a one-volume war edition published by J. B. Lippincott Company; "The Concise Cambridge History of English Literature," by George Sampson, published by the Cambridge University Press Department of the Macmillan Company; "Japanese-English Dictionary of Sea Terms," by Lieut.-Comm. C. Ozaki, produced for the University of California Press.

One of the books which would ordinarily present a rather difficult problem was the "Chinese Reader for Beginners," by Shau Wing Chan, published by Stanford University Press, which contained a large number of Chinese characters, and the English text of which was prepared by writing it on an electromagnetic proportional spacing typewriter.

Another book, listed among the juveniles, was "Let's Make Something," by Harry Zarchy, published by Alfred A. Knopf, this being hand-lettered in a caligraphic hand by Jean-yee Wong.

Books in the exhibit, and as listed in the catalog, included juveniles, adult trade books, technical and text books, work books, school annuals, and so on. All in all, they demonstrated the possibilities of offset to handle anything that can be reproduced, as it was said, or "any subject that can be photographed." The books included illustrations of all types and varying techniques, ranging from the highly



A thank you note from an ad in *Typo Graphic*, house magazine of Edwin H. Stuart, Pittsburgh

colored pictures so popular in the juveniles, and illustrations requiring pastel shades, to maps, charts, tables, plates, graphs, and so on, in the technical and text books, also music, and reproductions of crayon drawings on rough paper, wash and color tones, and solid color areas.

A wide variety of type faces was included, showing that offset is not limited in this respect. In one instance the catalog lists the text of a book as being Varityped. In another, copy prepared on a spacing typewriter, fine line type, and reduced 20 per cent. In still another, the type face was English Monotype Bembo, twelve-point, increased 5 per cent.

Linotype faces and foundry faces, all were included in varying sizes from eight-point up, demonstrating without question that type matter is no longer an obstacle to satisfactory offset reproduction and especially so when transparent reproduction proofs are used, these taking the place of negatives or photo positives, and greatly reducing any possibilities of distortion that might be caused by improper inking of proofs to be used for reproduction as well as in photographing and transferring. In other words, the use of properly prepared transparent reproduction proofs of type matter produces results in the final offset printed sheet that are a much closer approximation, practically a perfect reproduction, of the original type.

The books displayed were offset printed on quite a wide variety of papers, even coated paper. In some cases, a few at least, the covers, including cloth as well as paper over boards, were printed by offset.

The speaker at the opening of the exhibit in New York City was R. V. Mitchell, president of Harris-Seybold-Potter Company. In commenting on the exhibition, Mr. Mitchell stated: "It is a very great compliment to the offset method of production that it has finally arrived at that point where those interested would be willing to sponsor an exclusive exhibit of books produced by that method alone."

Sketching briefly the progress of lithography from the time of its discovery by Senefelder, Mr. Mitchell also dwelt on the developments that have occurred during the war in connection with offset, and the important part offset is taking with

relation to the work of the armed forces, especially in the production of maps, special machines being designed and built for use as motorized units by the map divisions which are a part of every continent of our artillery.

Speaking with direct reference to the publishing field, Mr. Mitchell told of one of the larger publishers who just recently remarked that "the offset method was the coming natural way of printing books." This publisher, he stated, "today has over 20,000 square feet of floor space taken up with the storage of plates. With the offset method, a very small area would take care of the plates, and it would not be necessary to keep them—he can store only the negatives if he wishes, and, if he did not wish to do so, he can reproduce again by simply photographing the pages of the book."

To quote one of our outstanding printers, who has operated extensively for years in letterpress, gravure, and offset reproduction: "As he looks through the pages of a prominent magazine which uses letterpress, gravure, and offset, the unbiased man will at once admit the excellence of the offset color pages. The layman invariably picks these as the most attractive. There cannot be any doubt of the future of

lithography and its constant growth, and it is sincerely hoped that those engaged in the industry will, by diligent effort and constant improvement, make it the one outstanding method of reproduction."

As Mr. Mitchell stated, "it is significant that one of the outstanding men in the graphic arts had reached a conclusion of this kind." Continuing, he said: "All I can say is that I am confident that those of us who work in the field of supply and equipment, and those of us who are lithographers and reproducers of lithography, are going to do the best we can in order to assure the constant growth, the constant improvement, the greater economies, finer printing, better craftsmanship, in producing offset lithography."

While a large number of these books, the majority in fact, were produced by houses located in the East where book publishing predominates, it is interesting to note that a number were produced in other cities over the country, Racine, Wisconsin, being represented by several books, also Chicago; Topeka, Kansas; and even the West Coast, thereby evidencing the country-wide spread of acceptance of offset lithography, and painting a rosy picture for the future growth of this process.

## WHITE SPACE DOES MORE THAN COPY FOR SOME ADS

• PERHAPS IT IS SACRILEGE for a printer to like an advertisement that has no type in it, but a *Ladies' Home Journal* ad in *Advertising Age* was so striking that it invites such sacrilege.

The simplicity of this ad cracks the reader right between the eyes.

Leading off with the heading "Never Underestimate the Power of a Woman!" roughly hand lettered the full width of the page, a "heiling" caricature of Hitler carries the eye of the reader smoothly on down through a pen drawing of the Statue of Liberty in the lower left-hand corner of the page, and into the signature in the lower right-hand corner which reads "Thanksgiving Day, 1942, Ladies' Home Journal."

If every ad presented as easy a job as this to the reader, what a swell time human eyes would have.

Never Underestimate the Power of a Woman!



Thanksgiving Day 1942  
Ladies' Home JOURNAL

# Reserves for War Losses Should Be Set Up Now

*Many printers confuse reserves with fund accounts.*

*Books show beautiful figures in various reserves, but*

*the money is not there when needed. Here is an analysis of customary reserves • By A.C. Kiechlin*

**B**ECAUSE THERE HAS BEEN a great deal of discussion concerning special reserves for extraordinary costs and losses arising out of the war, many printers are considering the adoption of such a policy and numerous queries have reached our ears.

In connection with our accounting commitments among printers, we have discussed many phases of business management, including the subject of reserves, and find that, roughly, 80 per cent are confused about this element of business operation, yet many of these printers include reserves in their accounts.

In other words, they lack adequate knowledge of an important costing factor, which tends to cause inaccurate pricing and consequent losses on operation.

If such confusion was a hazard before the war, obviously it is dynamite today when business men in all fields are being urged to establish war reserves, estimating as near as possible the costs and losses for the duration, extraordinary outlays brought about by the war, which will have to be written off in one lump sum in the post-war period unless the proper precautions are taken now.

## BEWILDERING TO MANY PRINTERS

The statement made by one printer typifies the misunderstanding which many similar craftsmen have concerning the subject of reserves.

Said he, "We have \$202,750 in reserves set aside. When you consider that we have been in business only ten years, that nest-egg certainly deserves a crow-over. Besides, our net worth is \$313,151, which shows that we haven't crippled our surplus by our policy of building up reserves so they are ample to meet all contingencies."

This printer confuses his reserves with funds. There is a big difference. A fund always represents cash or equally liquid assets. Reserves are

always credit balances on the books; while the fund accounts are always debit balances.

Reserves to cover depreciation, bad debts, and other contingencies are merely bookkeeping entries reflecting certain conditions on the financial statement. Therefore, substantial reserves should never lull a printer into a sense of false security because his business can go blitz-

krieg these days even when the financial statement reveals that his organization has "soaked" away a fortune on paper.

More than one printer has fooled himself thus, only to wake up too late. There came a time when his machinery, building, and various working assets needed modernizing. He hoped to realize this objective via the reserves listed on his balance sheet but the cupboard was bare when he got there because his reserves were only paper figures.

Substantial reserves do not necessarily indicate financial strength. The ratio of current assets to current liabilities may be wrong, too much money invested in fixed assets may beget heavy expenses, the working capital may be below par, business may be going backward instead of forward, gross profits may be slim, too slim to cover costs and net profit, sales promotional methods may be weak.

## RESERVE FIGURES MUST BE ANALYZED

Many things may be wrong with a printer's business, even though his reserves are substantial on paper. A full tank of gasoline won't put a car in first-class mechanical condition. A printing plant is like a car in that it has many different operating elements, all of which must be efficient and synchronized.

Reserves are classified: (1) valuation or appraisal reserves, (2) liability reserves, (3) surplus or net worth reserves.

Valuation or appraisal reserves concern depreciation, obsolescence, or both, of an asset, also bad debt allowances, amortization of leasehold rights, *et cetera*.

This type of reserve is set up to maintain conservative asset values. Each year's profit is tapped for a certain sum to be set aside to effect the inevitable reduction in value that takes place because of wear, tear, age, obsolescence, and sometimes inventory losses caused by

## Eight Major Reasons for the establishment of war reserves are:

- 1 To cover inventory losses.
- 2 To amortize the cost of plant expansion.
- 3 To cover increased depreciation and obsolescence on machinery and other working equipment caused by all-out production demands.
- 4 To cover damage done by armed forces or seizure by the enemy.
- 5 Amortization of the cost of reconstructing plant facilities in line with requirements of the post-war market.
- 6 To cover repairs and maintenance deferred because of war production demands or inability to get parts or labor to make these repairs. Such work will, obviously, be more costly after the war than if the repairs were made promptly.
- 7 To cover the forced sale of equipment that may not be used after the duration.
- 8 To cover separation allowances or bonuses paid to employees discharged at the termination of the war.

damage, spoilage, theft, errors, *et cetera*.

Valuation reserves should be deducted from the particular assets to which they apply on the balance sheet so that the printer can get a quick picture of the write-downs to the date of review and the net value of each asset.

These reserves must be built up through charge-offs to profit and loss, which should be checked carefully today for their adequacy.

#### MORE RAPID DEPRECIATION

Where production has been increased, the machines will wear out faster; hence, depreciation charges should be increased, likewise the credits to reserve accounts, or profits will be inflated and you will pay an excessive income tax.

Liability reserves are concerned more with impendent expenses than the writing down of assets to show conservative values. They are written into the accounts when a liability exists and the amount at the time is not known.

Your income taxes, social security taxes, property taxes, state and Federal taxes, a possible loss in a civil suit, which may bring an unfavorable decision, a loss on a substantial loan or account, are liabilities for which reserves are opened.

For example, taxes are definite expenses but not known until some time in the future or after the first of the year, sometimes six months after that, nevertheless, each month should carry a fair share of the tax burden, hence, a reserve for taxes may be set up at the beginning of the year, the estimate based upon the previous year's taxes and one twelfth of the amount charged to expense and credited to "Reserve for taxes" each month.

#### ADJUSTED WHEN TAX IS KNOWN

When the exact charges become known, this liability reserve is then adjusted to agree with the exact amount of the tax and transferred to "Accrued taxes," because it is then an accrued liability, no longer a reserve for taxes.

The liability reserve is usually short-lived compared to the valuation reserve. Usually, it is closed out within the year or at the end of the year, then opened up again the next year. Liability reserves should appear on the liability side of the balance sheet as liabilities.

Surplus reserves are the tools of big business. They serve many purposes, the retirement of bond issues, hedging against a decrease in the market value of inventories (incidentally, this is a reserve that many are considering to cushion possible post-war deflation on inventories), also for expansion of business property to take care of increased production or an extensive advertising campaign to maintain good will for the duration, even though it is impossible to deliver the goods today.

During World War I, those concerns that discontinued advertising, just because they had all the business they could handle, found that after the war the public had forgotten their wares and bought from those who continued advertising.

#### HOLDS BACK PART OF FUNDS

The surplus reserve is set up to prevent payment of the entire surplus in dividends, accomplished by earmarking the needed portion for certain objectives. It is part of the net worth and shown in that section of the balance sheet.

Valuation reserves usually concern assets, liability reserves ordinarily concern liabilities, contingencies, or expenses, and surplus reserves make provisions for payment out of capital. Only the big printing concerns employ surplus reserves.

A war reserve may belong to any of these classifications, valuation, liability, or surplus, but uncertainty as to the length of the war makes it difficult to fix such losses, except by approximation, yet some attempt should be made to set up a reserve figure, which may be adjusted when costs and losses are determined.

#### SPREADS LOSSES OUT THIN

Credits to a war reserve would be charged against income, thus reducing the net for the current period, likewise reducing the income tax. If such losses were carried through the war period without being recorded, they would eventually come up for handling after the war and must then be charged off in a lump sum or pro-rated during the post-war period when business may have headaches enough without being burdened with losses chargeable to the war period.

The situation simulates that of the printer who does not write off any depreciation on his machines,

then suddenly finds that he needs new machinery and writes off the old ones in one lump sum against current profits or surplus. Obviously, such action distorts the operating figures for the period burdened unfairly.

#### NOT DEDUCTIBLE FROM TAX

As yet, the Treasury Department will not allow the deduction of war reserves for income tax purposes but business groups are urging that the Government recognize provisions of this kind as deductions in the determination of taxable income because such a policy will tend to make the taxable income more nearly reflect real income, inasmuch as these reserves are intended to give recognition to costs and losses related to the war period that are real, not imaginary, although in many cases they cannot be definitely measured at this time.

In the final analysis, remember that your reserves are paper figures, so do not bank on them too heavily.

An analysis of the many balance sheets made in our research studies shows that 25 per cent were deficient financially despite substantial reserves. This does not mean that they were insolvent, but that their financial condition was below par in one way or another.

Reserves are useful gadgets when all other parts of the business machine are in good working order, otherwise they are worth little more than the paper they are written on. They do not represent cash set aside for replacement of working assets nor do they signify that the credits were ever deposited in the bank or invested in securities.

Usually, only a fraction of yearly profit is in cash, the remainder being invested in materials, accounts receivable, in new equipment, and other assets, hence, reserves are built up with book transfers from profits without any actual exchange of cash.

#### DON'T TIE UP CASH IN FUNDS

If the management set aside actual cash to take care of depreciation, obsolescence, and other contingencies, it would be a "fund," and this is seldom practicable. If wisely handled, the printer can use that money better in a business way.

The "sinking fund" is probably the most commonly known fund account and is created to retire a

long-term liability at its maturity. Cash is usually set aside and invested in securities to liquidate the liability at maturity.

The redemption fund is similar to the sinking fund except that the former usually covers assets set aside for the retirement of obligations maturing serially.

#### OTHER TYPES OF FUNDS

Then, there are building funds, perpetual care funds, *et cetera*, with which this industry need have little concern. It is important, however, that the difference between reserve and fund accounts be thoroughly understood so that they are handled accurately.

The reserve is a factor in pricing. For that reason, the printer should understand what it's all about.

We have found that there is a definite, although indirect, connection between unprofitable pricing or price-cutting and the improper handling of reserves, because in almost every case where margins were inadequate there were defects in the methods of computing reserves.

It stands to reason that if the printer does not make allowances when fixing prices for all permissible reserves that his over-all costs will not be computed properly, they will be too low, hence prices will tend to taper perilously downward.

Those who do not set up adequate reserves are also likely to be users of obsolete equipment because the purpose of depreciation reserves is to provide a yardstick to measure the wear, tear, and age of working assets.

Valuation reserves should be deducted from their respective assets on the asset side. This brings into sharp focus exactly what working equity is left in the assets.

#### MUST KEEP PROPER RECORDS

The printer should always try to preserve the full earning capacity of his investment and that can be safeguarded only by setting up a proper recording system, by accumulating a depreciation reserve account at the rate which reflects the velocity of depreciation and obsolescence, whichever is more rapid, by opening enough reserves to handle all contingencies.

Obviously, at a time like this, he may have to reconstruct his existing set-ups on reserves and put them on a wartime basis.

# The Typographic Scoreboard

JUNE, 1943

## Subject: Vogue

Issues of March 1, April 15, May 1 and 15  
143 Page and Two-page Advertisements

### Type Faces Employed:

Bodoni .....	50
Book (T*), 29; Regular (M**), 13; Bold (M), 8	
Futura (M) .....	27
Light, 4; Medium, 18; Bold, 5	
Vogue (M) .....	9
Regular, 8; Light, 1	
Bulmer (T) .....	6
Garamond (T) .....	6
Old Style, 3; Bold, 3	
Bernhard Roman (M) .....	4
Light, 2; Bold, 2	
Baskerville (T) .....	3
Caslon Old Style (T) .....	2
Century (T) .....	2
Schoolbook, 1; Bold, 1	
Della Robbia (T) .....	2
Elizabeth (T) .....	2
Eve (M) .....	2
Lutetia (T) .....	2
Lydian (M) .....	2
Weiss (T) .....	2
Ariston (M) .....	1
Binney Old Style (T) .....	1
Bookman (T) .....	1
Brush (M) .....	1
Commercial Script (M) .....	1
Copperplate Gothic (M) .....	1
Fairfield (T) .....	1
Mono Cochon (M) .....	1
Slim Black (M) .....	1
Stymie Extra Bold (M) .....	1

Affecting the score, of course, is the fact that the display of nineteen advertisements credited above to traditional types appeared in faces of modern character, whereas but one credited to modern was topped by traditional display. Thus if display rather than text were considered the score would be Modern, 97; Traditional, 41. In addition there were eleven advertisements completely handlettered, all modern in character, and one set in several types not one of which is dominant enough to be considered. These twelve are considered only in tabulations "Layout," "Illustration," and "General Effect" following.

### Weight of Type

Ads set in light-face.....	59
Ads set in medium-face.....	7
Ads set in bold-face.....	65

### Layout

Conventional .....	78
Moderately Modern .....	51
Pronouncedly Modern .....	14

### Illustration

Conventional .....	68
Moderately Modern .....	48
Pronouncedly Modern .....	27

### General Effect (All-inclusive)

Conventional .....	30
Moderately Modern .....	87
Pronouncedly Modern .....	26

\*(T)—Traditional; \*\*(M)—Modern

Ads set in traditional faces..... 59

Ads set in modern faces..... 72

Appearing below, in the opinion of the Scorekeeper, are the best full-page conventional and modern advertisements published in the issues reviewed. *Vogue* is not famous for its traditional advertising, but a wartime theme makes the one at left do very well. In the ad at right, the wide body measure and display in *Playbill* are the only modern touches



# Results From New Plastic Plates

*Hardness of plastic material resists  
scratching of surface, denting, and*

*breakage; light weight combined with strength saves in shipping • By Harry Burgess Hillman*

THE FRONTISPICE INSERT showing color process printing from plastic plates, which appeared in THE INLAND PRINTER for March, has created an unusual amount of interest. A large number of letters have been received, asking further information with reference to various phases of these plates. Among these letters was one expressing a desire to see a proof of the original engravings so that a comparison could be made.

Others undoubtedly may have the same wish. For their benefit, proofs will be made available to any who wish to make this comparison. We show here a comparison of an original halftone with a nickelotype and a plastic plate made from that halftone. We urge our readers to study these prints and see if they can determine which is the plastic plate. After you have studied them, turn to page 63 and see how close you came to guessing right.

The problem of developing a process for producing duplicate plates from plastic materials, which would give results equal to the best electrotyping yet be much lighter in weight, has been the subject of considerable study for quite a period of years. Various materials and processes have been tried, some with fairly excellent results, yet plastics have not come into any extensive use, especially in this country.

Diversion of all critical materials to war purposes has brought increasing emphasis and given added impetus to research work, with the result that plastic plates are now an actuality, in use in some quarters, quite extensively so by Government agencies, and we undoubtedly will find ourselves using them to a far greater extent as the months roll by and the supplies of copper and other metals become even scarcer than they are at present.

Among the other letters received with reference to the frontispiece, one expresses doubt that the plates

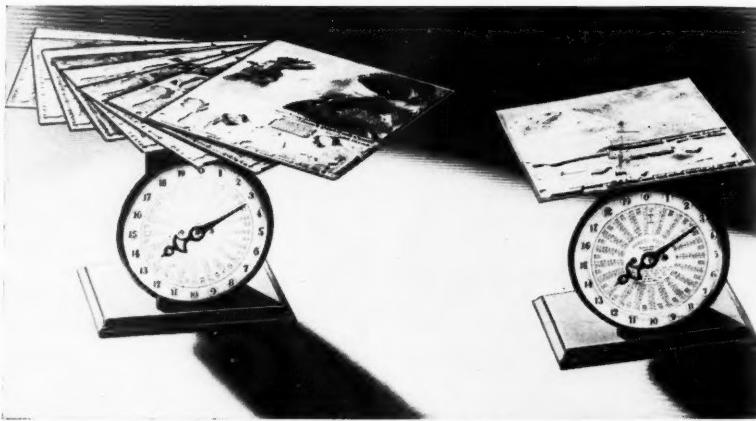
## Equal to Electrotypes

*By Harry Burgess Hillman*

are practical from the quality and cost angles for anything other than experimental runs, and also raises the question of availability of the necessary materials.

It is interesting to note that The Bakelite Corporation, of New York City, which has done considerable research along these lines, has announced the perfection of a plastic material which produces duplicate printing plates retaining every bit of the detail of the original plate.

has done considerable work on the production of plastic plates, both for regular commercial use and for the Government Printing Office and other Government departments, especially on plates that are to be shipped abroad for use in publications in various parts of the world. The Government Printing Office, incidentally, has done a lot of pioneer work in the use of plastics, and it makes a great many of its own plates at the present time.



A striking demonstration of the comparative weights of plastic plates and electrotypes. Eight plastic plates (left) equal the weight of one electrotype (right), and thus reduce shipping costs

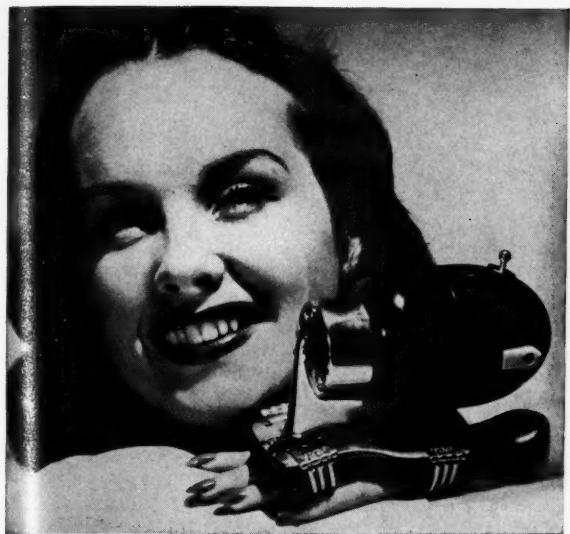
Any difference between prints made from the plastic plates and those made from lead-mold electrotypes can be detected only by an expert with the aid of a magnifying glass.

While it is true that certain types of plastics are at present more critical than some of the metals used in electrotypes, the material developed by the Bakelite Corporation is said to be a non-critical thermoplastic which may be obtained in any required quantities. It is entirely a new type, and has excellent moldability and resistance to scratching.

As to the practical use of the plastic plates, we have received information from the Theodore Moss Company, of Brooklyn, New York, giving the results of tests which have been made. The Moss company

In one of the tests made by the Moss company the American Newspaper Publishers' Association coöperated. Plates were sent to twenty-eight newspapers, these plates including both type matter and halftones, and the papers were asked to make at least five matrices. Tear sheets and reports of performance were requested, and the results were highly favorable.

In some other tests, the J. Walter Thompson Company, of New York City, coöperated for the purpose of determining the relative merits of the plastic plates as compared with copper electrotypes for use by advertising agencies and syndicates. A split-run test in widely scattered cities was made, the final report stating that the test demonstrated



clearly the practicability of the new material, and in all the newspapers participating the printed results of the two plates were identical as to sharpness of detail.

One newspaper commented that the plastic plate is as easily mounted and handled as the electro, that it withstands the molding operations as well as the electro, and that the printed results show no difference between the two. Another paper reported: "We do not believe any of us could distinguish between the printing of the plastic plate and the electrotype inserted in some of the papers. There is so little difference in them that we hesitate to try to make any distinction."

In another advertising agency test a copper electrotype, a specially surfaced stereotype, and a plastic plate were printed under identical conditions, the performance of the plastic plate equaling the best metal plate and, in the opinion of advertising agency production managers, proving even superior.

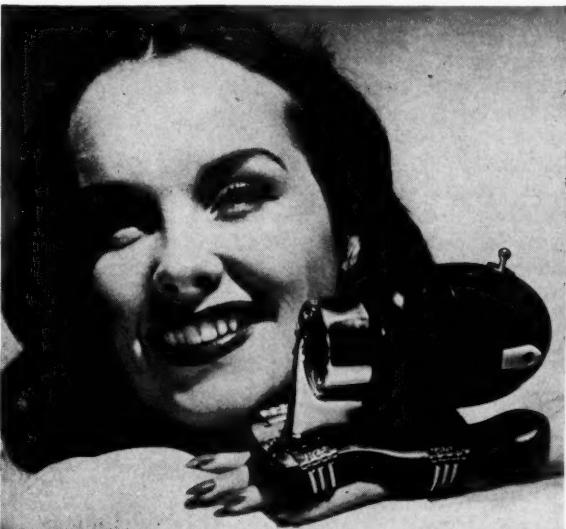


The three identical illustrations on this page are printed from an original halftone, a nickeltype, and a plastic plate. See if you can determine which is which, even with a glass, then turn to page 63 for the correct answer

Another agency sent plastic plates to a number of country and suburban papers, with results that demonstrated that the small newspaper plants could print directly from the plastic plates on flat-bed presses with results equal to those from copper electrotypes.

In a test for export advertising, an agency sent plastic plates to papers in Latin America and other points as far distant as India, with results demonstrating their efficiency. In this connection, however, it was stated that "success of tests in the foreign field were to be expected since the British and German plastic plate makers long preceded the Americans in introducing plastic plates to foreign newspapers."

A great advantage in favor of the plastic plates is that, being so much lighter in weight than the copper electrotypes, there is a great saving in postage or shipping costs. Note the illustration showing the comparative weights. The weight of one copper electrotype is equivalent to that of eight plastic plates of the same size. This



makes an enormous difference where plates are being shipped in quantities by mail, express, and especially by air mail.

With further reference to the plastic materials, the Bakelite Corporation, which has been the major source for the basic compounds, developed what is known as a vinyl resin formula a year or so ago. This, however, proved to be almost as critical a material as copper, hence the company set to work on a substitute with the result that a cellulose acetate plastic material was finally developed. This, however, while giving good results, was considered as being not quite so satisfactory as the vinyl resin compound.

Easing up of Governmental restrictions on the use of the vinyl resin compound for plastic plates has enabled the Bakelite Corporation to again make use of that compound, with a vastly increased knowledge of its working qualities due to the additional study made to develop the substitute material.

The material from which the matrices are molded, it is stated, and which is furnished in sheet form, is a cellulose or mineral-filled base incorporated with phenolic resin. While this material is said to be more critical

even than that used for molding the plates, it is still available for printing-plate manufacture.

As to cost of the materials, the basic cost of the plastic material from which the plates are molded is 55 cents a pound. One pound will produce 130 square inches of patent-base printing plates, hence the cost of the material for one square inch would be only .42 of one cent. To this cost must be added the cost of the material for making the matrix, which would run about .33 of a cent for each square inch. It is stated, however, that one matrix can be used for making as many as 200 plates with good results. These figures, naturally, cover only the material costs, and do not include labor and overhead costs, which will vary somewhat in different shops.

Production costs also will vary with the volume of production, the size of the plates, and the number of duplicates. When used exclusively for plastic plate molding, a production cycle of five minutes on a molding press can be figured conservatively. The molding of these matrices can readily be accomplished within a twelve-minute cycle, and small patterns may be grouped and molded on one matrix.

The equipment required consists of a hydraulic molding press, a chilling press, and minor accessories. Presses now used in molding rubber plates, as well as some types of stereotyping and electrotyping presses, it is stated, may be converted to plastic-plate molding.

Printers, however, need have no worry over installing the necessary equipment. As the use of plastic plates progresses, undoubtedly there will be a number of plants equipped to make them. For the time being, the Bakelite Corporation states it will be glad to give printers the names of firms conveniently located that are able to supply the plates.

As to the question of the practicability of the plates on other than experimental runs, reports have been made of runs up to 225,000 impressions on flat-bed presses, with the same makeready and care given metal plates running in the same form. Reports of even longer runs on rotary presses have been made.

The plastic material works well for multicolor printing, as demonstrated by the frontispiece in our March issue. There is some shrink-

age in the plastics, but this shrinkage is exactly predictable and can be provided for in making the originals. All colors will shrink uniformly.

While plastic plates work well in forms containing other types of plates, it is well to remember that they require from 8 to 10 per cent less ink than metal plates, and the pressman should be warned to make allowances for this.

The plates, it is claimed, can be cleaned with any solvent with the exception of acetone, in which they are soluble.

Other firms have been working on plastic materials for printing plates, among them the DuPont company, which has developed what is known as a polyvinyl alcohol resin that has been used to make plastic, paper-backed lithographing plates. While

the present production of plates made with this plastic material is being absorbed entirely by Government agencies, and by the army for use in its mobile printing units as well as for printing colored maps and so on, the DuPont company expects the material will shortly be available for commercial lithographers. Plates made with this material can be etched like metal.

From present indications we are entering a period in which plastics and synthetics will be used far more extensively for general commercial purposes, printing plates included. It is reasonable, therefore, to offer the recommendation that printers should watch carefully, and devote some study to, the development and application of these materials as they relate to the printing field.

### ANGLE FORMS POSE A PROBLEM FOR STONEMAN

- WHILE IT IS NOT every day that angle forms are encountered in the average plant, much time is consumed in locking them whenever they do appear.

A simple method for handling these forms was described recently in the *Milwaukee-Racine Craftsman*, by Fred J. Carsky.

As shown in illustration B at the right, four diagonal blocks are cut, and one point of each of them is cut off enough so that they can be placed in the chase as in illustration A. The stoneman then proceeds with his lockup as for an ordinary form.

This method gives you a forty-five-degree angle lockup, which is ideal for feeding die-cut (not made up) envelopes, or flat sheets to be die cut after printing.

Another type of lockup, which will allow any angle, is shown in illustration C.

To use this method, take an electro-height mounting block, shaving it down about an eighth-inch so the rollers will not ink the surface. Cut a circle out of the center of it, saving the piece that is removed. Cut four pieces from the sides of the circular piece, replace them in the hole, and you can lock a square form in the hole.

By mortising to allow for the quoins, you can use a bigger block, thus giving it more strength to stand the pressure of the lockup.

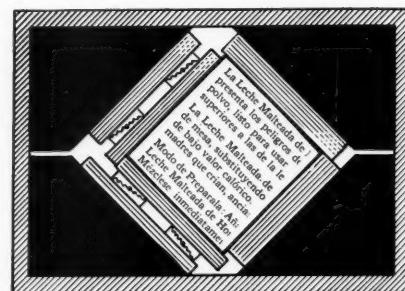


ILLUSTRATION A

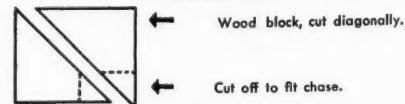


ILLUSTRATION B

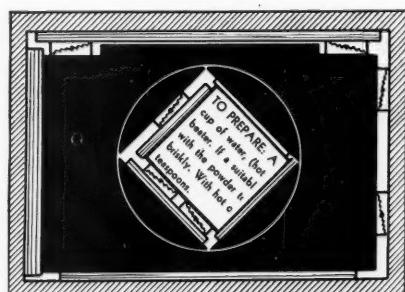


ILLUSTRATION C

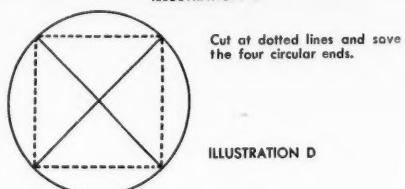


ILLUSTRATION D

# How to Make Electrical MOTORS AND CONTROLS Last Throughout the War

The combined knowledge of several authorities on motor maintenance will show the way to steady, care-free motor performance in your plant

THE OTHER DAY a printer told me that he is faced with the prospect of replacing all the electric motors in his plant with new ones within a month.

With Limitation Order L-221 forbidding the sale of new motors to the public except on approved orders with high priority ratings, this printer will naturally be forced out of business.

The same thing applies, in a limited way, to every printing plant in the country. We have only so many motors, and when these wear out there will be no more—not, at least, for the duration.

It is important, then, that the printer take good care of his motors, and at the first sign of trouble look for a remedy.

## Must Learn About Motors

Large plants, of course, have maintenance men who specialize in motor care; but many of those men have been called away to more essential work, and it is now more important than ever that the average workman know something about the motor that runs his machine.

He must know the symptoms of trouble, so that he can call in an electrician before it is too late. In many plants it will be necessary for him to be able to make simple repairs and adjustments.

Of course, where a plant electrician, or a good, reliable electrical contractor or maintenance company is available, it is much safer, and cheaper in the long run, to have regular inspections made, and any necessary overhauling done.

For those plants having no expert electrical assistance readily available, the companies manufacturing the motors have

printed, especially in the past year, manuals which make it possible for one unfamiliar with motors to know when a motor needs attention.

A few general rules of maintenance will help keep your motors in good condition, and make major repair work unnecessary.

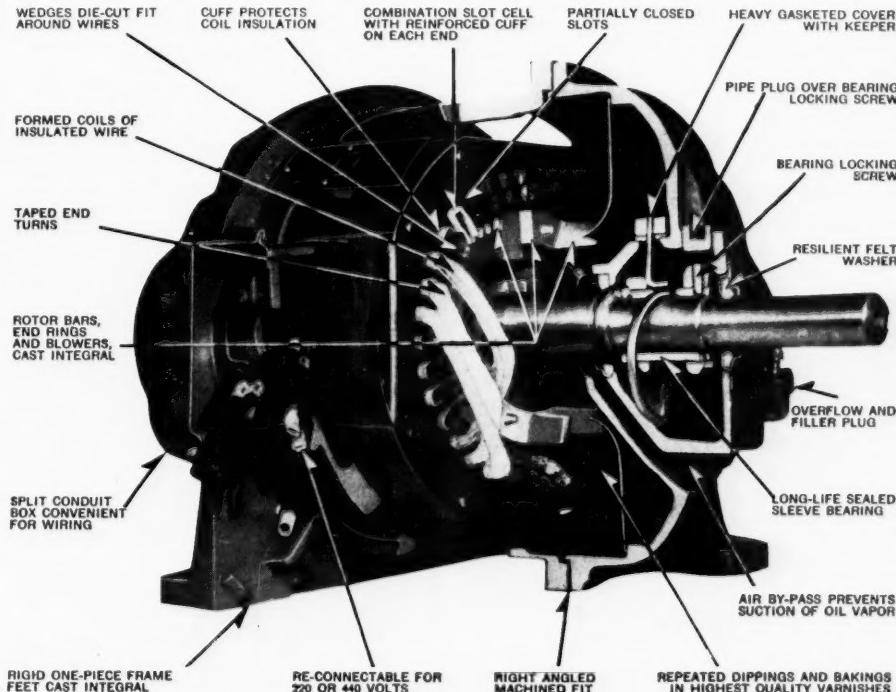
Cutaway view of constant-speed, squirrel cage, induction motor, showing chief parts as mentioned in the accompanying article. Illustration is of motor especially built to exclude dust and other foreign substances. Photo courtesy Westinghouse Electric and Manufacturing Co. and Cline Electric Manufacturing Co.

The following advice reflects the experience of several of the electrical motor manufacturers, and will save you a great deal of grief.

There are two general types of alternating current motors—two- or three-phase and single-phase. These can be of either constant or variable speed.

Direct-current motors have the same construction for either variable or constant speed applications, and should be cared for the same as single-phase motors.

The direct-current motors, however, have different field frame construction



## SUGGESTED MOTOR INSPECTION SCHEDULE

### EVERY WEEK

1. Examine commutator or slip rings, and brushes (if any).
2. Check oil level in bearings.
3. See that oil rings turn with shaft.
4. See that shaft is free of oil or grease from bearings.
5. Examine starter, switch, fuses, and other controls.
6. Start motor and see that it comes up to speed in normal time.

### EVERY SIX MONTHS

1. Clean motor thoroughly, blow out dirt from windings, and wipe commutator and brushes.
- \*2.** Inspect commutator clamping ring.
3. Check brushes and renew any that are more than half worn.
4. Examine brush holders and clean them if they are dirty. Make sure that brushes move freely in the holders.
5. Check brush pressure.
6. Check brush position.
7. Check grease in ball bearings.
8. Check operating speed or speeds.
9. See that end play of shaft is normal.
10. Inspect and tighten connections on motor and control.

11. Check current input and compare with normal.
12. Run motor and examine drive critically for smooth running, absence of vibration, worn gears, chains, or belts.
13. Check motor foot bolts, end-shield bolts, pulley, coupling, gear and journal set-screws, and keys.
14. See that all motor covers, belt and gear guards are in good order, in place, and securely fastened.

### ONCE A YEAR

1. Clean out and renew grease in ball bearings.
2. Have an expert electrician test the insulation,
3. Check air gap.
4. Clean out dirt that may be hanging on poles.
5. Check clearance between shaft and journal boxes of sleeve-bearing motors, to prevent operation of motor with worn bearings.
6. Clean undercut slots in commutator.
7. Examine connections of commutator and armature coils.
- 8.** Inspect armature bands.
9. Drain, wash out, and renew oil in sleeve bearings.

**\*NOTE:** Bold-face numbers apply to D-C motors or A-C motors with commutators.

from the single-phase motors, in that there are "pole pieces" on which are mounted wound coils. These should be inspected occasionally to see that the coils are tightly held in place and that the connections of the wires to them are tight.

Most modern direct-current motors have "interpoles," sometimes called "commutating poles," mounted between the larger or main field coils. If the motor is so constructed, care must be taken not to disturb the brush setting, because the manufacturer tests these motors to obtain such a brush setting in relation to these interpoles as will assure nonsparking of the motor, marking this setting on the frame.

### **Oil Is Most Important**

Oiling is the most important part of the maintenance of motors—not that so much lubrication is necessary, but it is important to know just when and where to oil them.

Check the oil level in all *sleeve-bearing* motors frequently. Most modern motors use little oil, requiring a refill only when the oil level is one-eighth inch below the top of the combination overflow gage and filling device—usually every three or four months. Always oil through this gage, and close the cover when through oiling. Use a *good* grade of light "dynamo oil."

Neverlubricate sleeve bearings equipped with oil rings while the motor is running.

The oil level then does not indicate full supply. A certain amount of oil is riding the ring above the level—and overfilling and escape of oil are apt to result.

If the motor has *ball bearings*, it should be lubricated with a grease compounded from a pure mineral oil and a sodium base soap, free from dirt and fillers, such as powdered mica or flake graphite.

Use only a small amount of the grease, sufficient to maintain a film over the surface of the balls and races. Too much lubricant will cause churning, overheating, and grease leakage, especially if pressure greasing guns cause over-lubrication.

The ideal condition is that the bearing housing be from one-third to one-half full of grease. Be sure no grit or dirt gets into the bearings, especially if the housing is opened for replacement of bearings or other purpose.

### **Keep Oil in Its Place**

It is most important that oil and grease be kept in their proper places. This is chiefly because oil seems to have an attraction for impurities, especially dust.

In many plants, it may be impossible to keep a certain amount of oil from reaching a motor; but that which lands on the *outside* should be wiped off before it can travel *inside*.

Dust and oil form just about the most dangerous team that could possibly attack

your motors. They gum up and cover the commutators, making it impossible to obtain good commutation. The faces of brushes become glazed and packed with dirt, and harmful sparking is the natural result.

Oil also harms commutators by deteriorating the mica insulating segments between the bars.

To insulation on the motor windings, oil is even more harmful. Once a winding is thoroughly oil-soaked, the motor is in immediate danger of a burn-out or breakdown. The soaked winding will probably have to be rewound at great expense in time and money.

### **Rewind Oil-Soaked Motors**

If oil-soaked, the motor should be disassembled and the windings cleaned thoroughly, dipped in an insulating compound, and baked. This operation requires expert attention. If it cannot be done locally the motor should be shipped to a reputable company specializing in such service.

The most dangerous thing that can happen to a motor is that dust unites with oil in the windings to produce a greasy, gummy mess. Then ventilation is smothered; windings are under continuous attack from oil; any metallic dust present is caught and held in this "gum"—a constant threat of shorting or grounding.

When oil and dust have been allowed to build up, the heavy mess should be removed with the aid of a solvent—preferably a non-inflammable one, such as carbon tetrachloride. It is inadvisable to inhale the carbon tetrachloride over long periods, nor should it be used in closely confined places. If brushes or scrapers are used, *be careful not to scrape and weaken the insulation*.

Use solvents with caution, taking care not to *soak* the insulation—on which the solvent is apt to have a softening effect. When all the oil and dirt are out, dry the windings and apply insulating varnish.

The elimination of dust is another important item in motor care.

On windings, dust acts as a layer of insulation—confining heat until it may reach dangerous temperatures. It also plugs ventilation spaces—further interfering with proper cooling.

### **Doubly Bad on Slip Rings**

On slip rings and commutators, dust acts both as an abrasive and as an insulator—multiplying wear and blocking full passage of current.

Once inside bearings, dust can be as harmful as sandpaper to the highly polished surfaces.

But the most serious threat to the life of an electric motor made by dust is that made when it is allowed to fill up the open spaces in windings, turning the whole wound section into a sponge for soaking up harmful oil, moisture, acid fumes, *et cetera*.

The proper time to catch dust in motors is before it has had a chance to unite with water or oil to form a gummy mess. That means wiping off the motor parts on regular inspections—and occasionally blowing dust out of the wound section with fairly low pressure (not more than forty pounds) compressed air. If no compressor is available, a hand bellows will serve the purpose.

This compressed air must not contain grit, metal, or moisture. If there is danger that blowing may shoot abrasive or conductive material into the air gap or windings, suction may be the proper method.

To keep dust out of bearings, see that oil filter caps are always closed; that dust seals and gaskets are in good condition.

### Keep Dry if Possible

While it is impractical to keep motors completely dry in many installations, that nevertheless should be one general aim of effective maintenance, because moisture is one of the motor's worst enemies.

Moisture which lodges in a motor should be removed as quickly as possible, for two reasons:

First, it takes time for the moisture to soak and soften insulation. Often, it is possible to get it out before damage is done.

Second, evaporated moisture is pure water when it first condenses in a motor; but every extra hour this water stays in the motor gives it just that much more time to absorb harmful compounds and become an active, destructive agent.

Whether or not moisture has produced a harmful condition in the motor can be determined by having your electrician check insulation resistance with a "megger." When the resistance has dropped to a dangerous point, the motor should be dried out by an expert electrician, who will use one of the following methods:

1. Where an oven is available, this is the best method of drying.

2. Circulate current through the windings to produce heat *inside* the insulation—driving moisture outward. Lock the armature to prevent rotation, and use a rheostat to apply low-voltage current.

3. Use a fan to force air through hot elements (resistors, steam pipes, *et cetera*) and into windings.

### Don't Damage Insulation

Whatever method is used, care should be taken that the drying is accomplished without damage to the insulation. (The baking temperature should not greatly exceed the boiling point of water.) When dry, renew the motor's resistance to moisture by applying a good grade of insulating varnish.

Preventing friction which might lead to burned-out bearings is another of the main jobs of motor maintenance.

In theory, no wear can take place within a bearing if the surfaces are smooth and properly lubricated; but in actual practice, bearings often receive an insufficient

supply of oil—or the wrong oil—or grit gets into the oil and produces scraping—or so much load is put on the bearing that the film of oil breaks down.

Rule number 1 in fighting friction is to pay close attention to the motor manufacturer's lubrication instructions—specifying type and grade of lubricant, frequency of lubrication, and other details.

*But don't forget that those instructions probably were based on an 8-hour-a-day, 5-day-a-week operation.*

With sleeve bearings, it is important to see that the oil ring is free and is turning with the shaft. At regular intervals, the oil reservoir should be flushed out and refilled—and the dust seals checked.

Where ball or roller bearings are used, keep in mind that the main purpose of grease is to guard the steel rolling elements and races from *corrosion*, not from friction. Too much grease only promotes friction and heat.

Remember that in any type of bearing the effective film of lubricant is often microscopically thin. Excess load can break it down. Because of this, needless extra tension in drives should be avoided.

### Keep Motors in Line

Misalignment is another common cause of burned-out bearings, and this cause is one that sometimes sneaks up on you.

The original installation of the equipment may have been done properly, but

**Direct-current motor, which has the same maintenance problems as single-phase alternating current motors. Chief parts are pointed out in illustration. Photo courtesy Westinghouse Electric and Manufacturing Company and Cline Electric Manufacturing Company.**

settling of foundations, heavy floor loading, excessive bearing wear—any number of things can throw alignment out.

Sometimes you receive a warning. Excessive temperature may be a warning that misalignment is causing bearing overload or motor overload. Increased vibration may be the warning signal. Or you may hear a rapid knocking—a sign that a shoulder of the shaft is being driven against the end of a bearing.

### Correct This Yourself

If the installation is not too heavy, it may be possible to loosen the mounting bolts of the motor (or machine) and to experiment with variations in position while the set is in operation.

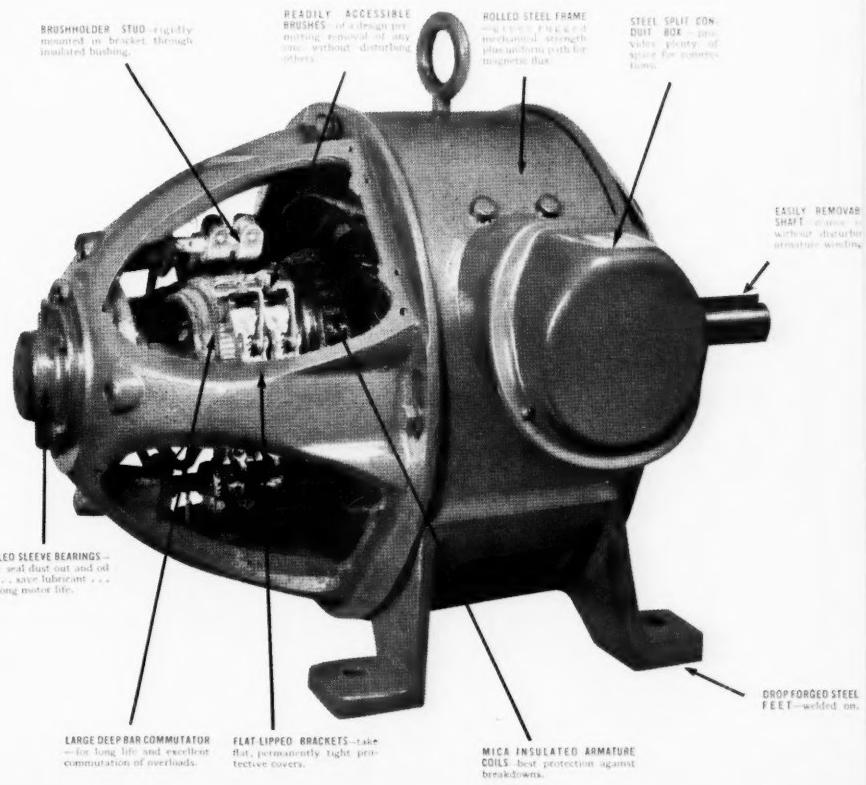
Where a level shows a motor to be off level, this condition can be corrected by placing shims under the motor legs until the units are in line.

Excessive tension in the drive also makes for excessive wear, either in the motor, the drive, or the machine. To be safe, tension should be no more than adequate.

Careless servicing can put rotors out of balance, motor mounting bolts can work loose, bearings can wear to the point where shaft oscillation of considerable amplitude is permitted.

Because the vibration resulting from such conditions can shake motor parts and electrical connections loose, crystallize metals and multiply frictional wear, excessive vibration should always be tracked down and its cause eradicated.

Assuming proper alignment, the source of vibration can usually be located by checking the following points:



1. Tighten all mounting bolts; check motor for loose parts.
2. For solidity, compare foundation with that of non-vibrating motors.
3. Check bearings for looseness. Generally, allow two thousandths of an inch clearance—plus one thousandth of an inch for each inch or fraction of an inch of journal diameter.
4. Disengage the vibrating motor from driven machine. If motor operates far more smoothly when disconnected, then the machine should be examined for sources of vibration.
5. If vibration in a motor should seem to date back to the last time it was repaired, call in the electrician who did that repair job and have him check the motor over again for rotor balance. If the rotor is out of balance, an expert electrician will know how to correct the condition.

### **Variable Speed Motors**

Variable speed two- or three-phase motors have slip rings with brushes riding on them. The single-phase motors have commutators instead of these slip rings.

These parts *must* wear, because the rotating parts are exposed to constant friction, yet cannot be lubricated with oil.

The wear can be minimized by preventing conditions leading to concentration of wear in narrow rings or ruts. Smooth and even wear is *slow* wear.

Because dust is an abrasive agent, it should be wiped off the surfaces of slip rings and commutators at regular intervals. If these surfaces are found to be rough or otherwise uneven, the condition should be remedied at the first opportunity—before it can invite grooving, pitting, sparking, and accelerated wear.

The rings should be checked to see that they are in round and have flat surfaces, smooth and polished. The brushes should have a slight clearance in the holders, enough that they may operate freely and not bind. They should have sufficient tension to make good contact, not more than two pounds to the square inch.

Should the rings become rough so that the brushes cause burning, the rings should be trued in a lathe and the brushes properly fitted to the curvature of the rings by sanding. (Do not use emery cloth.)

### **Check Commutator**

In cases where the motor has a commutator instead of slip rings, the commutator should be checked for roundness and smoothness, as well as for burned or damaged insulation between copper bars.

Where this mica insulation is undercut, inspection should determine that dirt and oil are cleaned from the spaces.

When commutators are turned down, the mica separating bars should then be relieved to a depth of about one thirty-second of an inch. In fact, mica should always be undercut when high or level—to forestall brush wear and sparking.

On the other hand, brushes themselves can contribute to excessive wear. When worn unevenly, they should be trued or replaced with a new set before they can damage slip rings or commutator. To assure maximum, smooth contact, brushes should be sanded in to the proper arc.

When your electrician replaces old brushes with new ones, be sure to insist that he use the grade of brush recommended by the motor manufacturer. This is very important.

If a motor with sleeve bearings and belt drive does not oscillate (the shaft float back and forth from end to end), a change in alignment may permit this movement. Its advantage is that wear is thus spread over a wider area—kept more even.

### **Accidental Overloading**

It is common practice among manufacturers to rate the capacity of their motors below their breaking points.

The margin of safety thus provided corresponds to the safety factor employed in airplane construction. It should never be narrowed by deliberately making a motor carry too great a mechanical load.

Overloading is not always intentional. It can be produced accidentally—by error in application, by obstruction in the drive or driven machine, by excessive friction within the motor, itself, or by well meaning effort to obtain greater output from the driven machine than the motor is capable of carrying.

If one of these conditions causes the current in a motor to exceed its nameplate current rating, heating may increase as much as the *square* of the current increase. The danger is that insulation will be "fried," soldered connections melted, bearings burned out.

To safeguard against such overloads, motors are given various forms of "overload protection." In most cases, a thermal element is connected in the power circuit to the motor. Heat from the element operates an overload relay, opening the circuit to the motor.

### **Use Correct Safeguards**

But whether the protective unit be thermal element or fuse, it should be of the proper capacity—as listed in the National Electrical Code. Never employ a unit of more than this recommended value.

These safeguards will protect your motors, but they cannot protect you against uninterrupted production. In order to feel safe on that score, you must guard against the conditions that trip these overload devices.

The only way that can be done is to watch for symptoms of trouble and call in an electrician to correct the causes before any serious damage has been done to the motor.

Although the penalties are less severe and drastic, underloading an induction motor is just as improper and wasteful as overloading it.

Underloading offers few symptoms to help you recognize it. A frequent result is that your bills for electrical power are higher than they should be. Other faults of underloading are that motors are apt to heat up, and that there is a needless increased load on the power lines and equipment—at a time when America needs all available electric power.

The answer to this problem of underloading, if you suspect that your shop is a victim, is to call in a competent electrical contractor, who will check your power factor and tell you what, if anything can be done to remedy it.

He will check the rated capacity of each induction motor and its actual load. If your shop has been consistently overmotored, it may be possible for him to advance most motors, except the largest, to heavier jobs, replacing the smallest motors with even smaller used motors of proper capacity.

The electrical contractor may have still other suggestions to make to help you eliminate this fault. Whatever method or combination he uses, improving the power factor of your plant will give you the satisfaction of knowing that you contribute directly to increased American production efficiency.

### **Care of Controllers**

Controllers for motors used in printing plants, being usually mounted on a wall or post near the machine, are sometimes neglected until they become completely out of order. That is wrong, for these parts must be kept in proper adjustment to insure satisfactory running of the motor.

The controller operating parts should be tested by hand at least once a month to see that they operate properly, with the various current carrying parts making good contact. All shunts or "pigtailed" carrying current should have tight connections, free from rubbing or interference, and not burned or corroded.

The face plate segments should be rubbed occasionally with a rag saturated with vaseline to keep them from becoming rough or scored. If this should occur, such segments should be properly dressed or replaced, always remembering to "grind in" any new segments of a face plate with valve grinding compound after installation to bring them to the same level to prevent undue wear from brush sparking. This compound should be thoroughly cleaned from the rheostat after such procedure. Again, do *not* use emery cloth about electrical apparatus.

Should silver or silvered current carrying parts be encountered on a controller, do not file them. If they have become too badly worn they should be replaced.

Contactors and relay bearings and shafts should not be oiled. They are made to operate without oil, which carbonizes on them, causing improper operation.

With variable-speed, alternating-current apparatus, do not interchange motors and

## QUICK DIAGNOSIS OF MOTOR AILMENTS

controllers unless they are exact duplicates as shown by name plates, as the resistances of the original motor and controller are matched by the manufacturer to work together to give the proper variation in speed for the load intended.

This is advisable, too, with direct-current motors, especially if the motor has "field" control, or increase in speed above the normal motor speed, or speed without resistance in the circuit. Serious damage to the motor windings may occur if such mis-application should allow the speed to exceed that originally intended.

Direct-current motors with "armature" control only (reduction in speed below the normal motor speed) may be interchanged if the horsepower, speed, and voltage are the same.

### **Always Check Name Plates**

Before any electrical apparatus is connected to the line, the voltage, phase, and cycles of alternating-current motors, and the voltage of direct-current motors should be carefully checked on the name plate, to see that they agree with the current supply on which they are to be used.

*Before inspecting or working on any electrical apparatus, be sure to disconnect it from the current supply.*

It will be a good plan for the duration to keep on hand enough spare parts to guard against any production stoppages caused by breakdowns.

Your rating AA2X under CMP Regulation No. 5 will allow you to order spare parts to guard against shutdowns.

Because of depletion of stocks of the dealers, it is advisable to order such parts as brushes for motors, and contact tips and brushes for controllers and keep on hand for emergencies.

### **Keep Record of Motors**

It is also a good plan to keep a card record of all motors and controllers, carrying the full name plate reading and serial number of each. This record will be particularly valuable in case of damage by fire or flood, and will help you to know at all times just what spare parts are on hand for each of your motors.

For information upon which this article is based, we are indebted to Cline Electric Manufacturing Company, Chicago; Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pennsylvania; Allis-Chalmers Manufacturing Company, Milwaukee, Wisconsin; and General Electric Company, Schenectady, New York.

### **Watch Coming Issues**

for other articles in this series on plant maintenance. In early issues, we will cover numbering machines and synthetic rubber rollers.

<b>SYMPTOMS YOU CAN SEE</b>		
<b>SYMPTOM</b>	<b>POSSIBLE CAUSES</b>	<b>CURE</b>
1. Excessive sparking or flashing at brushes. Blackened commutator.	Rough commutator.	Sand or turn down, depending on depth of surface roughness.
	Low bar on commutator.	Grind or turn down balance of commutator.
	High bar on commutator.	If extreme, lower with mallet . . . tightening clamping ring. Grind true.
	High mica.	Undercut.
	Brushes too short.	Replace—with harder grade—if worn too soon . . . and not by rough commutator. (Sometimes underloaded brushes wear abnormally fast.) Ordinarily, set should last for a minimum of 2,500 hours.
	Insufficient brush tension.	Adjust.
	Weak brush springs.	Replace.
	Brushes sticking in holders.	Fret them. Clean brushes and holders.
	Dirt or oil on commutator.	Wipe off. Clean brushes if glazed.
	Water dripping on commutator.	Plug source—or adjust protecting shield.
	Shorted armature winding.	Test for short—after removing metallic contact between commutator bars. Repair armature.
	Open armature winding.	Locate and replace bad coil—or repair defective joint.
2. Intermittent sparking at brushes.	Misalignment.	Realign set.
3. Fine dust under coupling employing rubber buffers or pins.	See item 12 below.	If evidence is of past over-heating, check for loose soldered connections that might cause future trouble.
4. Smoke, charred insulation, or solder "whiskers" extending from armature.		Correct. Check source of power supply. DON'T merely try to make it go—while motor sits there and "fries"!
5. Motor won't start.	Usually line trouble—single-phasing at starter.	Reduce load—or replace motor with unit of greater capacity.
	Load too heavy. Disconnect motor to see if it starts without load.	
<b>SYMPTOMS YOU CAN HEAR</b>		
6. Excessive hum.	Uneven air gap. Measure with feelers.	Replace bearings—before introduction of scraping noise indicates rotor is rubbing against stator.
	Unbalanced rotor. Check on parallel bars.	Balance with solder on band—or weight attached by cap screw and lock washer.
7. Regular clicking.	Foreign matter in air gap.	Take out rotor; remove matter.
8. Rapid knocking.	Misalignment—probably causing shoulder of shaft to pound periodically against bearing end.	Realign set until knocking disappears.
9. Brush "chatter."	Extreme motor vibration.	See items 10 and 11, below.
<b>SYMPTOMS YOU CAN FEEL</b>		
10. Vibration.	Misalignment.	Realign set.
	Vibration in driven machine. Run motor disconnected for check.	Eliminate source in machine, if possible. Or change to a flexible belt drive may be in order.
11. Vibration—following motor repair.	Rotor out of balance, due to holes drilled or weights shifted . . . new rotor coil or coils.	Balance rotor.
12. Motor over-heating. (Check with thermometer—don't depend on hand.)	Overload. Measure load; compare with nameplate rating.	Check for excessive friction in motor, drive, or machine. Reduce load, or replace motor with unit of greater capacity.
	Dirt in motor. Check flow of ventilating air.	Blow out motor. Use solvent on wound section if necessary.
	Rotor rubbing on stator.	Replace bearings.
	Shorted stator windings.	Test with wattmeter and correct.
	Ground.	Locate with test lamp or growler and repair.
13. Bearing over-heating.	Misalignment.	Realign set. And in this—as in all cases of bearings over-heating—keep shaft turning until bearing is cooled . . . to prevent "freezing."
	Too much tension in chain or belt drive.	Reduce tension to point of adequacy.
	Excessive end thrust.	Reduce thrust from drive or machine. (Shaft should be permitted reasonable "axial" float.) Or if motor is off level, shim-up lower end to take thrust off its bearings.
	Too much grease (ball or roller bearing).	Relieve supply to point set by manufacturer.
	Sticking oil ring (sleeve bearing).	Clean, repair, or replace—as necessary.
	Insufficient lubricant.	Add—up to point set by manufacturer.
	Incorrect grade of brushes.	Replace with proper grade—as specified by manufacturer, unless otherwise indicated.
	Excessive brush pressure.	Decrease brush spring tension.
14. Commutator hot.		

# Here's Problem That Confronts All Printing Salesmen

Just how far should you go to keep the customer happy who insists on spoiling a good job? • By BEN WILEY

HERE IS AN EXAMPLE of a problem that confronts every printing salesman and printer who constantly strives to do the best for his customers. It is a situation which is brought about by the fact that every person who can write his name feels that he is capable of designing a piece of printing. This is the story of what happened when an amateur designer went to work on the cover of a small booklet.

Because of gasoline rationing and other travel difficulties, the Branch family canceled its annual reunion for 1943. One of its members voluntarily collected the information and made up a directory for the other families who had met each year. It is worth mentioning that this volunteer editor heads a large business, and no printer would question his business methods. He is the kind of fellow we have all met, who says "I am paying for this job, and I want it done this way, because I like it this way."

The printer was given the copy with instructions that the cover page was to be printed in red and blue with a patriotic "V" as part of the design. All was to be done with type and ornaments.

The printer began to think of something symbolic of a "family circle" in which four segments of the original were scattered in four different directions. With this thought in mind it was built up with a sans-serif capital "O" and four pieces of rule. A "V" was picked up from the cut cabinet.

Both the "V" sign and the homemade "Branch Family" symbol were then enclosed in a rule box inspired by the service flag which also serves to hold this part of the design into one basic unit.

The copy for this had been visualized in three even lines, but it was found that the first line must be set slightly longer in order to get it in an acceptable proportion to the next two. The printer, having made a study of reading habits, allowed this first line to extend to the left to make it easier for the reader to find a starting point for the message.

The printer was very well satisfied with his efforts. He didn't like the "V" as one of the best, but, under the circumstances of producing an inexpensive cover page, pushed his artistic pride behind himself, inhaled a deep breath of satisfaction, pulled the proofs, took another admiring look, and sent a picture of his efforts to the customer.

In less than half an hour a telephone call brought the printer and customer together. The customer wanted to know if his original instructions had been given to the fellow who planned the page. When told that he had received

these instructions, the inquiry was made as to whether the man was feeling ill, or if he was accustomed to drinking during working hours.

Every feature of the cover page as outlined above was explained to the customer. The only one he liked was the "family trade-mark" or symbol. This he said he would use.

The next day the business man furnished the layout with all type specified as shown with the large open "V" and title in one line at bottom of page. Now, let's analyze his efforts:

From an artistic standpoint the pattern is very childish. Grade school art pupils know little if anything of the interest injected in a design by off-center or informal balance, and neither did this business-man-designer. The "V" he specified is too light in tone value for its size, and the proportions are too large for this page.

The family symbol being much smaller than the "V" appears as a separate unit. By comparing these two cover pages you will agree that the rule border in the original overcomes this looseness.

Placing the figures "1942" at the point of the open "V" is almost meaningless, as it is basically a part of the report and directory copy. Handling of the important copy; "Report and Directory 1942" by this business man is just about the worst example of typography and design you will ever see. There is no unity, the scattered arrangement affording no starting point for the reader.

The distribution of white space is just as primitive as the handling of the copy. The pattern being so close to both top and bottom of the page shocks the sense of sight. Amateurs, not knowing that most printers and designers tried such patterns out and found them wanting in their apprenticeship days, think they have discovered something original.

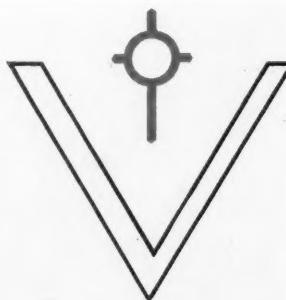
The next time you have a customer of this kind (one is sure to come along), please think of the story of these two cover pages—it will give you much satisfaction to know that many of his kind are at large in other communities, even though you can't keep him from spoiling a nice job. However, don't forget that not all customers are like this. Every salesman and printer has customers that are appreciative of things done for them and will show this feeling by complimenting good work.



Report and Directory 1942

## BRANCH FAMILY IN FOUR STATES

The cover as an experienced printer designed it



1942

Report

Directory

## BRANCH FAMILY IN FOUR STATES

After an amateur designer had made "layout"

# THE TYPOGRAPHIC CLINIC

By,

HOWARD N. KING

Typographic Director  
The Maple Press Company  
York, Pennsylvania

PUBLIC SERVICE COMPANY  
OF NORTHERN ILLINOIS



Important Notice to  
Gas Consumers —

YOU ARE ASKED TO  
CONSERVE GAS

Recently, the Company published advertisements in your local newspaper, pointing out how you could help to conserve gas. This pamphlet discusses some of the reasons necessitating your help and again calls your attention to ways YOU can individually help in this gas conservation program.

December, 1942

Important Notice  
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December, 1942



PUBLIC SERVICE COMPANY  
OF NORTHERN ILLINOIS

OUR TYPOGRAPHICAL PROBLEM this month is the cover of a folder, size 3½ by 8½ inches, the purpose of which was to explain to the people of Northern Illinois how to conserve their limited gas supply. Because of the war, this is a very important message to convey to the public. . . . As originally printed, the cover lacks interest and punch, which every piece of printing should possess. It is quite flat in appearance, due chiefly to the limited sizes of the type faces and poor distribution of white space. "Public Service Company of Northern Illinois," the lines of least importance, seem to stand out head and shoulders above everything else on the page. In its present position, the little trade-mark

is meaningless. The two main lines set in capitals with little space between the lines lack punch, while the two lines of italic immediately above are too small. . . . In redesigning this cover, emphasis has been placed on the copy: "You are asked to conserve gas," which is the most important thing on the page. Interest has been created by the use of Legend, Onyx, and Bodoni, while the bold modern arrows add further emphasis as well as a little decoration to the page. . . . The trade-mark is now a definite part of the design, and is placed so that it ties in with the company it represents. . . . The rules help to separate and define each item, and aid the reader to grasp the message easily and quickly.



# Idea File

Ideas and layouts that have been proved successful by other printers will help you solve your problems and sell printing. Send in advertising and selling ideas that have worked out in your plant.

## Voluntary Rationing System

Manufacturers, plagued with more orders than they can hope to fill before the war ends, are turning to voluntary rationing systems to help them keep their customers happy with fair distribution.

The latest to come forward with a system is Oshkosh B'Gosh, maker of overalls. According to C. E. Wittmack, vice-president and sales manager, the problem was one of supplying dealers with more overalls than they sold last year from a production capacity of two-thirds that of 1942.

To do this, ration stamps were printed, and all the orders received from dealers last year were totaled, so that a proper allotment of the available civilian supply could be made in 1943.

Dealers who are in towns the population of which has increased due to war orders were allotted enough ration stamps so they could buy two-thirds as many overalls as they bought last year. Dealers in towns which lost population were given stamps enough for half their wants.

At the beginning of 1943, all orders were canceled, and, in order to obtain overalls, the dealers were required to attach ration stamps to their orders. In some cases, extra allotments can be made.

This voluntary rationing can be carried further, with the net result being more orders for printers.

## "Ideas Unlimited"

One of the most complete files of ideas for printers ever attempted is the file of "Ideas Unlimited," which is being distributed by the Zellerbach Paper Company through its branches.

Four other companies—Hudson Valley Paper Company, Albany, New York; D. L. Ward Paper Company, Philadelphia, Pennsylvania; Beacon Paper Company, St. Louis, Missouri; and Tulsa Paper Company, Tulsa,

Oklahoma—are participating in the distribution.

This file is in the form of a regular small filing box, taking filing cards 3 by 5 inches in size, and made of heavy cardboard. It will stand the rough usage such a file will receive around a printing plant.

As originally issued, the file contained forty indexes, which ran through the alphabet from "Announcements" to "Schools and Colleges." One index card containing complete instructions for producing some clever printed piece in each of those divisions was included with the box.

From time to time, as tested ideas are received by the paper companies, additional instruction cards are printed and distributed to holders of the boxes.

There are ideas in this file for large and small printers, ideas that can be adapted to any type of customer you have. Best results will be gained by those printers who use this file as a skeleton, and put fat and muscle on its bones by adding ideas of their own, and ideas that they pick up from other sources.

## Help Cut Out Waste

In an effort to reduce waste and cut out all unnecessary use of time and materials in plant and office routine, a large industrial firm runs monthly contests for "anti-frill" suggestions.

A folder is issued to each employee each month, to remind him to enter this contest. The folder for the April contest read, under an illustration of a mother, father, and son decked out in the fashion of the "Gay Nineties," "I agree, 'Pa,' 'Ma,' 'Sonny' and all the other Frills are wastrels and inefficiency experts. I'll help you round 'em up and eliminate 'em."

On the inside pages was printed a list of the prizes and the rules of the contest, as well as a blank space provided for the use of the employee

in submitting his suggestion. A feature that attracts is the use of a number on the entry blank rather than the name of the employe.

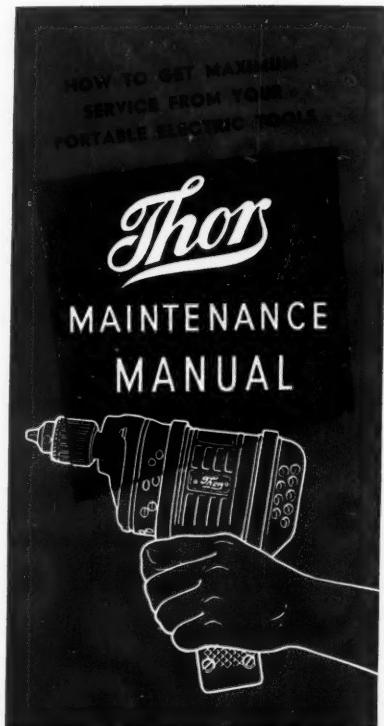
A folder such as this can be used to help your local war plant put teeth in the suggestion plan they now have. Printed in one color, with simple typographic treatment, the cost will be attractive to customers.

## Essential Maintenance Manuals

Manuals which are designed to teach workmen to make the best use of their tools, and help keep them from breaking down, are essential printing, and have whole-hearted sanction of the Government.

Such a manual is the one recently issued for the maintenance of portable electric tools manufactured by Independent Pneumatic Tool Company, Chicago.

Written and illustrated in such a way that it will help even the most



Cover of the small manual issued by a Chicago company, and described in detail on this page

careless workman to see the light and take care of his tools, it is a printing order that could be done by any plant, large or small.

It is a twenty-four page self-cover booklet, 3 1/4 by 6 1/4 inches, printed in two colors. Illustrations are simple line drawings which could be done

by almost any artist, and the typography could be matched, by any shop having one font of body type and three or four of display type.

Booklets of this kind are the perfect answer to the old argument of small printers that they are not equipped to do printing which is essential to the war effort.

### Patriotic Printing Opportunities

One way to increase business even in the face of the order restricting the use of paper is to overprint certificates that have been litho-

### British Learn Wartime Lessons

British retail stores have been faced with many wartime difficulties, and the printers have been forced to change their way of thinking, but many of the restrictions have actually caused the printer to do more business. American printers, who are faced with some of the same problems, may perhaps find sales inspiration in the methods of the British.

For instance, because of the severe rationing of newspaper advertising space, retail stores have had to look

They used this printed slip, inserting it in each package of bacon. "Bacon in future will be fatter. This is necessary if your four-ounce ration is to be maintained. But you'll get good bacon, even if not quite as good as that to which you have been accustomed."

### Honor Roll Letterheads

With two aims in view, and both of them worthy, Lisle T. Horton, mechanical superintendent of the *Easton Daily Express*, Easton, Pennsylvania, is supplying letterheads to



## EASTON EXPRESS

EASTON, PENNSYLVANIA

### HONOR ROLL

As of April 15, 1943

Captain John A. Arthurs,  
Co. C, Army Adj'ts, G.C.S.  
Division of Adj'ts, G.C.S.,  
Garrison College, Greenwich, Conn.  
Pvt. M. A. Babb, Co. D, 120th Inf'y  
Regt., 10th Inf'y Div., Fort Dix, N.J.  
Pvt. M. J. Babb, Co. E, 120th Inf'y  
Regt., 10th Inf'y Div., Fort Dix, N.J.  
Pvt. V. J. Babb, Co. F, 120th Inf'y  
Regt., 10th Inf'y Div., Fort Dix, N.J.  
Sgt. Nathan F. Dwyer,  
120th Inf'y Regt., (A.M.),  
Camp Conneaut, Ohio.  
Pvt. Frank J. Fazio,  
Co. C, 120th Inf'y  
Regt., 10th Inf'y Div.,  
P.O. #210, U.S. Army  
Supply Center, Fort Dix, N.J.  
Pvt. J. M. Gaskins, P.O. #1288,  
21st Inf'y Regt., N.Y.C., N.Y.  
Pvt. Philip Gaskins, P.O. #1289,  
21st Inf'y Regt., N.Y.C., N.Y.  
Pvt. Joseph Hinkle, P.O. #1290,  
San Diego, California.  
Pvt. Fred J. Kehoe,  
Co. D, 120th Inf'y Regt.,  
Camp Pickett, Va.  
Pvt. John J. Kehoe,  
Co. D, 120th Inf'y Regt.,  
Camp Pickett, Va.  
Pvt. John J. Kehoe, Co. D,  
Camp Pickett, Va.  
Lester L. Kehoe, Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.  
Vivian A. Kehoe, Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.  
Fort Benning, Ga.  
Hough, S. C., Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.  
U. S. Maritime Service Train'  
ing Center, New York, N.Y.  
George E. Kehoe, Jr., A.S.  
Co. D, 120th Inf'y Regt.,  
Camp Pickett, Va.  
Pvt. Charles L. Kehoe, Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.  
Pvt. John J. Kehoe, Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.  
Levi Kehoe, P.O. #2111, Inf'y  
Co. D, 120th Inf'y Regt.,  
Camp Pickett, Va.  
Co. D, 120th Inf'y Regt.,  
Camp Pickett, Va.  
Col. William L. Kehoe, Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.  
George E. Kehoe, Jr., A.S.,  
Co. D, 120th Inf'y Regt.,  
Camp Pickett, Va.  
Pvt. Charles L. Kehoe, Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.  
Pvt. John J. Kehoe, Co. D, 120th Inf'y  
Regt., Camp Pickett, Va.

Pvt. James R. Long,  
Honorable Discharged

Sgt. Sgt. John Hayes,  
Honorable Discharged

Pvt. Fred Nash,  
Honorable Discharged

To encourage *Easton Express* employees to write letters to their boys serving in the armed forces, Superintendent Horton supplies them with these letterheads

An essential job of printing is the circular issued by the Howard Laundry, Chicago, urging housewives to sort laundry and save labor

graphed with colorful backgrounds—the paper used has been charged against the quota of the lithographer, and therefore does not come into the amount of paper used by the printer.

The Elmer W. Miller Company, Cincinnati, Ohio, recently sent out to a list of industrial prospects a blotter calling attention to such patriotic printing. The blotter featured an illustration of a large lithographed honor roll, which can be framed and sold by the printer at a very nice price.

for other methods of advertising their goods.

One British men's wear dealer, with stores in London and several outside cities, began to use window signs advertising wartime specials. Inasmuch as this dealer had several stores, and each store had several windows, the printing order was worth while. In normal times, this dealer used no window signs.

Meat markets found it necessary to tell their customers why the bacon was fatter and less desirable than it had been in the past.

employees who wish to write to employees in the armed forces.

The first aim is to encourage employees to write to the boys in the service; the second aim is to let each boy in the service know where his former fellow workers are now located.

The letterhead incorporates a simple letterhead, reading "*Easton Express*," with a service flag in red and blue, with one star for each of the boys, and down the left-hand side of the sheet is a list of the names and most recent addresses of

## CAN YOU SPARE 3 Minutes TO IMPROVE YOUR LAUNDRY SERVICE?

*Sorting the Laundry—a Trifling Matter to YOU—but a Mighty Important Problem to Your LAUNDRY*



Each day of war brings all of us new lessons in ways and means of making the best of a situation that is not of our choosing. Through co-operation with our fellows we are making the eventual Victory secure and the International peace permanent. Your contribution with us, just the FEW MINUTES required to "sort" your laundry at home, will save COUNTLESS HOURS at the Laundry where, as in other industries, MANPOWER is scarce. Properly sorted laundry, with the exception of the finished work, reduces chances of shrinking and fading and will go far in making deliveries more prompt.

This is the correct way to sort your laundry.

SHIRTS, LINENS & BEDDING

COLORED PIECES, DRAWS,

SOXES, MUFFLES AND PLACERS,

WHITE ARTICLES IN BATTEN,

• Be Sure to

tie the top of the bag!

• Call for pick-up a day early!

• Have your money ready for a neighbor!

### WANTED! MEN AND WOMEN!

TO FILL FULL AND PART TIME POSITIONS AT ONCE!

• Switchboard Operators • Clerks • Bookkeepers • Party Men

• Merchants • Sorters • Assemblers • Shirt Pressers • Washmen, etc.

No previous experience necessary. The work is clean, interesting, easy. Surroundings are modern, sanitary. Vacancies are open with full pay.

### HOWARD LAUNDRY & DRY CLEANING

PHONE  
MAGNOLIA 6300  
ENTERPRISE 6500  
(No Toll Charge)

all the eighteen men. A nice touch is the printing of these letterheads on Valley Forge watermarked bond.

This idea could be used by almost any firm to encourage the important item of letter-writing, and it would make it much easier to assure the return of many of these boys to work in that plant.

#### Stimulants to Printing Sales

It takes imagination, and lots of it, to run a successful printing business. One man can see a dozen ideas, and, unless his imagination is working, fail to adapt those ideas to the needs of his customers. Another man can go through the pages of a newspaper or magazine and dig up so many ideas that he is busy selling printing for several days.

Ben Wiley, of the Frye Printing Company, Springfield, Illinois, took two items from the January issue of *THE INLAND PRINTER*, and, fusing them, developed an idea which brought him an order for 15,000 blotters.

The germ of his idea was an item of news that told of the recommendation of a group of printers that more type and ornaments be used to make up for the reduced supply of zinc and copper available. This item led Mr. Wiley to write copy for a blotter, using the theme that now, more than ever, blotter advertising can be made a tool to save materials and, at the same time, carry a powerful selling message.

He set this copy in type, made up an attractive blotter, and submitted it to the manufacturer of Wrenn Blotting Papers. With slight changes, it was okayed for a run of 15,000 in two colors.

Mr. Wiley comments that many printers will feel that the selling cost is rather high when such a plan is carried out, but this particular job was planned and produced on a Saturday when the shop was quiet, and anything that was sold that day really amounted to gravy.

A few weeks later, Mr. Wiley produced a letterhead for the Springfield Public Library, and liking the appearance of the finished job, he sent a sample of it to the advertising manager at the paper mill responsible for the paper upon which it was printed. This small amount of effort netted an order for 1,500 letterheads to be used in the paper company's advertising.

#### Getting Out of the Rut

The improvement that a little planning and a couple of words of foundry type will make in even the driest form printing is emphasized by a recent notice sent out to the depositors of the California Bank in Los Angeles, California.

The notice was a routine announcement to the savings-account holders that a service charge would be made for each withdrawal over a specified number, and competing banks had already sent similar announcements to their depositors, printed in the same old way that such forms have been printed since time began.

Rod Maclean, advertising manager of the California Bank, felt that here was an opportunity to do something nice with a printed piece that ordinarily takes a drab and uninteresting form.

He had a typographer set the copy, forgetting former methods of handling the copy, and gave the piece something in the way of design. It was kept simple and dignified, but a few words of Brush took it out of the commonplace, and printed in dark brown on buff paper, the announcement was one that almost every depositor would be sure to read.

Just another example of things that can be done if we cast aside tradition and use a little judgment in design and makeup.

#### Selling by Public Appearances

Mass selling of printed matter has been tried out and found to be successful by a printer in Geneva, New York, who finds that his personal appearances as a speaker before chambers of commerce bring him many orders for printing.

This printer arranged to give short talks (about fifteen minutes) before such organizations as the Kiwanis, Rotary, Elks, and the Chambers of Commerce of Geneva and neighboring towns. His talks covered various phases of the printer's role in wartime.

For instance, one of his talks would emphasize the value of advertising by mail to conserve tires and gasoline. Another talk plugged the value of the prestige gained with quality stationery.

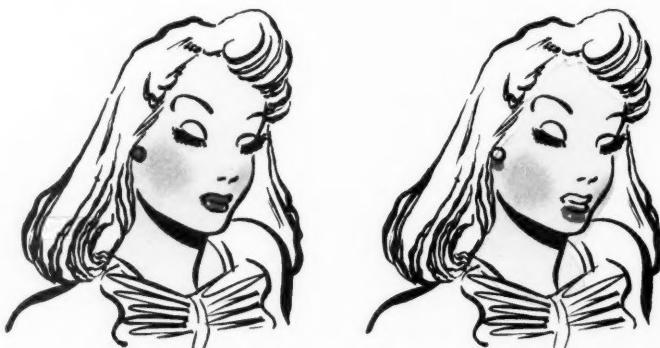
He also lectured before women's groups about the importance of personalized stationery, before high school students urging them to accept positions in the printing trade, and before farm groups suggesting that they use more printed forms in keeping their production records.

#### NOVEL METHOD OF EDUCATING YOUR CUSTOMERS

• WHILE IT IS TRUE "a little knowledge is a dangerous thing," in many cases it is more convenient to work with customers who are familiar with at least the more common printing terms, and know how they affect printing quality.

The McCormick-Armstrong Company, of Wichita, Kansas, felt this same way about it, and decided to use mailing cards with short, simple

copy to explain such things as "register." A card was laid out, showing two illustrations (see below), one of them printed as it should be, the other slightly out of register. The copy began: "Register doesn't always mean the draft," and went on to explain what the term means, and how it affects quality of a printed piece as done by skilled men using good equipment.



Same illustration, in and out of register, McCormick-Armstrong used to sell quality printing

ALL ITEMS SUBMITTED FOR CRITICISM IN

# Specimen Review

THIS DEPARTMENT MUST BE SENT TO US FLAT, NOT ROLLED OR FOLDED. REPLIES CANNOT BE MADE BY MAIL



By J. L. Frazier

ALLEN, LANE & SCOTT, of Philadelphia, Pennsylvania.—Your friendly method of keeping your mailing list up to date should show results. It is a blotter, with a die-cut hand offering an eraser to the reader. A business-reply card, upon which the name of the addressee has been stencilled, is held in the die-cut flap, and the copy on the blotter asks: "Will you do this, please?" and requests that either an okay or corrections on the address be returned on the post card. While the blotter is neat, the layout is not outstanding, and the black and red are colors which are used too often to make them irrestible to the reader.

OLIVER JOHNSON, JR., of Kankakee, Illinois.—Letterhead, envelope, and statement of J. Ward & Associates, of the same general design, are interesting, unusual, and effective. Key is rule angling to left downward from top edge to point where it meets rule extending horizontally to right-hand edge of sheet. Name is at left of diagonal line, near top, with word "advertising" in italic in line at right. Below "advertising" address lines appear. We suggest only that the latter two crowd rule at left and bottom a bit closely, and are, perhaps, just a bit too widely letterspaced. Originality provides distinction and that is important in stationery, even more than many other items.

THE BERKELEY PRESS, of Boston, Massachusetts.—As far as we know no printer has done quite so constructive a job advertising himself and at the same time keeping prospects and customers apprised of the paper situation from time to time. More could have done—and do—likewise. Further, as would be expected, the enclosure folders on which you relied to accomplish these objectives are in keeping with your excellent styling, combining dignity and impressiveness. Similarly effective and interesting to recipient were the "War Notes" folders and enclosures in which similar information is given. Excellent presswork and characteristic antique papers, sometimes with deckled front edges on folders, contribute to the quality effect all items reflect.

THOMAS JOHNSTON, of Ottawa, Canada.—It is interesting to learn that, faced with shortage of manpower in form of salesmen, you turned to blotters to keep customers and prospects aware of your firm, the Capitol Stamp & Stationery Company, and its services, and that the blotters have made good. Here, assuredly, is a testimonial to the

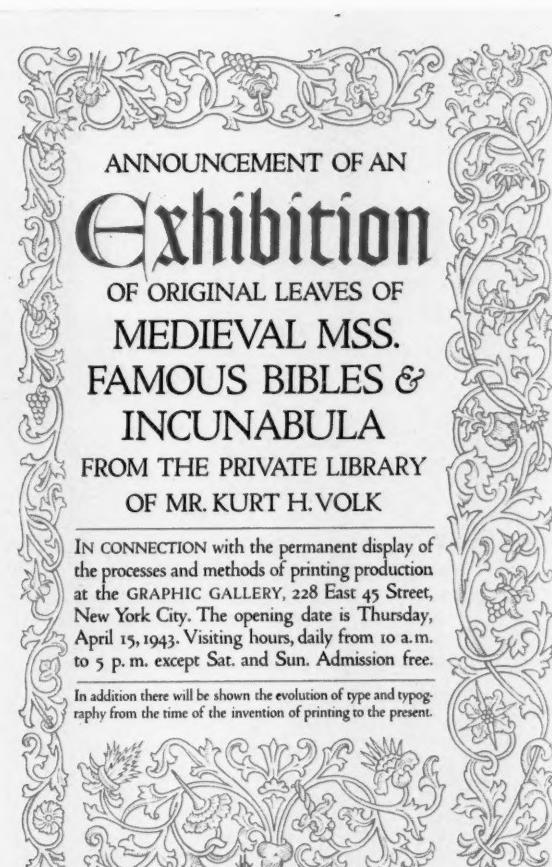
interesting and effective contrast. Style, character, and individuality—your work as different from that of others—cannot be achieved unless one type face dominates the scene, which is the paper on which the item is printed. Try this on the next blotter.

MCGILL-WARNER COMPANY, of St. Paul, Minnesota.—*McGill-Warner Topics* is a distinctive, modern 4½- by 6½-inch house magazine of which you may feel proud and which must benefit you.

It is not usual to mention items in this department which are not submitted for the purpose, but J. P. Tyrrell, of the Northwest Paper Company, was so enthused with its appearance and content that he sent it along, feeling it should not go unnoticed. Outstanding physical feature is makeup of text pages. An interesting ornament of a crayon technique extending from top edge and near outside of each page and coming to point directing attention to text is printed in brown on ivory rough stock. Text is in light-face Stymie widely line spaced and with small side and bottom margins, white space being massed in bulk at top of text at right and left of ornament as case might be. Page layout, as may be seen, is so unusual as to compel attention, invite reading. Press-work is very good indeed.

LLOYD HOLLISTER, of Wilmette, Illinois.—Your well rounded selection of type faces has been presented in a very orderly and usable manner in your new ninety-six-page plastic-bound type book of a 7- by 10¼-inch size. Text faces in sizes from six to eighteen point have been grouped separately from the display type faces. The text faces are shown with various leadings and the length of line varied in

keeping with the type sizes. A minor fault is the inclusion of too great a percentage of the companion italic or bold-face in each of the text showings. The effectiveness of italics or bold-face is defeated through their too liberal use. Display type faces are arranged to present one line of all caps with one line of lower-case. Many users of type specimen books like to have available a showing of at least



Poster designed and produced by Kurt H. Volk, advertising typographer, New York City, to advertise his exhibition. Printed in black and red on buff laid-finish paper, this 9- by 14-inch piece does a fine job of simulating medieval printing

value of advertising, evidence of an even greater need of it at this time. The three blotters you submit have a certain impressiveness despite the fact that copy is conventional—name, address, products, and such—and typography and layout ordinary what with the mixtures of different type faces without common features to make for good harmony or, on the other hand,



THE CHAMPION PAPER AND FIBRE COMPANY  
HAMILTON, OHIO

## Annual Report

FISCAL YEAR ENDED APRIL 26

1942

This annual report was printed by L. A. Braverman, Cincinnati, Ohio. The background for the three "champions" was printed in blue, the words "Annual Report" were printed in red. Size, 7½ by 10¾ inches

one complete alphabet, including points and figures, of each type face. The simple, two-line treatment on the cover appears most effective on the blue stock which you selected.

**FRANK DANIELS, LIMITED,** Perth, West Australia.—We regret exceedingly that your entry in our Tradepress Publishing Corporation letterhead contest did not arrive in time to accompany the others to the judges. We are happy to relate, however, de-

condensed and others rather extended, violating rules of shape harmony, the card with calendar panels for a year starting with April is very good, especially so patently useful it will be kept and used, so keep your name before prospects. Interesting, also, is the card, also punched with a hole in center along top for hanging, on which names and telephone numbers of those important to each recipient appear. We do wish the

### KEEP 'EM ROLLING!

By putting the boots to red tape . . . and waste motions. Call in the Crayman to discuss the application of continuous business form systems. Use Modern Business Controls . . . to keep production up . . . and make this Victory Year!

**CRAY PRINTERS LIMITED**  
OTTAWA CANADA



### ARE YOU SACRIFICING FOR VICTORY?

Our liberty depends on the boys over there . . . They depend on the effort we expend here . . . Remember, when we feel the pinch, the Axis feels the punch. BACK THE ATTACK!

Buy Victory Bonds!  
**CRAY PRINTERS LIMITED**  
OTTAWA CANADA



Familiar "bird" of Cray Printers Limited, of Ottawa, Canada, greets us again through the medium of these blotters, one in blue, one in black. Clever copy

layed arrival was due to your not understanding closing date, for it came through quickly enough, rather than to any activity on the part of those specialists at knifing in the back. We're certain the judges would not have passed it by without a great deal of consideration, for it is nicely designed, attractive, and characterful. Indeed, the only weak points in our opinion are not especially important. We'd prefer to have the pendant ornament of border in color continuous, lines of type in black overprinting, than broken a space for lines to pass through. This is not as serious as what we consider the second fault which is that the second color, a pale green, while fine for the decoration, is too weak for the one line of small type printed in it, this giving the names of the four Tradepress publications. Presswork is good.

**EDWARD CONN,** of Windsor, Ontario.—Your dramatically modern and colorful blotter featuring your name is excellent, not to be overlooked, indeed one that makes an especially strong and very favorable impression. Though too many type faces are used for the display, some extra

one line "from card to catalog" had not been set in the extra-condensed sans-serif type but in a face of regular proportions and so in harmony with all the other lines. Size and changes from roman to italic, or light-face to bold-face, from upper-and lower-case, afford entirely adequate opportunity for emphasis without going to the point of using types so widely different in shape as to appear unpleasing.

**THE COLMAR PRESS,** of Quincy, Massachusetts.—A fine sixteen-page booklet of 6- by 9-inch size which you have prepared for the Quincy Chamber of Commerce appropriately presents its "Testimonials of Appreciation" to the three shipbuilding organizations in your vicinity for their contributions to the war effort. Printed in three colors, red, blue, and black, the booklet is bound with a blue fly-sheet and a white cover of rough antique stock on which a circular panel has been hot stamped to accommodate the patriotic design on cover—a combination of the flag, a flying eagle, stars, and the wording "so proudly we hail." Tied with red, white, and blue cord which ties in with decorative

The Ottawa  
**CRAFTSMAN**

March, 1943 VOL. 5 NO. 13

Offset printed cover of the Ottawa, Canada, Club of Printing House Craftsmen organ. It was a french-fold cover, printed green and black

motif that appears on the inside pages which are set in a Caslon Old Style with Brush headings printed in the blue. The illustrations, newspaper screen half-tones, with highlights painted out and the blacks painted in solid, give the effect of a second color. Rearrangement of the copy on the title page to permit some one element to dominate the page and the elimination of the heavy band at the bottom would no doubt have helped to make this page more effective.

**NONPAREIL PRINTING COMPANY**, of Hamilton, Ohio.—It is unfortunate the heading of your blotter "I Am An American" was not set in larger type, for the item is otherwise very good. The copy in itself is worth emphasizing strongly, being shouted from the housetops. Further than that, the line is relatively too small for the piece itself and in relation to the flag cut. Also being so small, the line is too short and there is in consequence relatively too much white space to the right of and above it. Of course, cut, heading, and text should be raised somewhat, as there is comparatively too little space between text and signature line. Whiting out should be relative; an amount that would be adequate, such as that between text and signature here, in a compact position, is not so when there is a great deal of space around and



Introducing new trade-mark of York Composition Company, York, Pennsylvania, is this blotter by Howard King, in blue, pink, and black. Changes made from original to accommodate color limitations

about the elements elsewhere. "Keep Your Light Burning" makes good copy for the car envelope enclosure but deserves an advertising rather than a newspaper face for the body, with more style and character. Further, and we are back to relativity (if that's a truly correct way to use the term) in spacing again, the text lines should have been opened out with one-point leads, considering there is so much space between paragraphs, below heading, and above signature.

**RAMALEY PRINTING COMPANY**, of St. Paul, Minnesota.—The booklet with cover ex-

ample of the most important functions of advertising is that of creating a permanent impression of the product in the mind of the reader. A distinguishing mark or symbol is universally recognized as having a particularly strong memory value.

We therefore wish to introduce to those of the advertising and printing profession a brand new trade mark. The three giant pieces of type encircled in an ornamental band stand for security and pride in our product and profession. Whenever you see this trade mark on your work you can rest assured it speaks only of high quality in typography and presswork. Call 7460

**The York Composition Company**  
BIERMAN & ROSE AVENUES IN YORK, PENNSYLVANIA

tending a considerable amount, issued to commemorate the eightieth anniversary of your firm, is well designed and printed, cover design and deckle-edged cover stock reflecting quality as well as being interesting. Typography of inside pages is attractive, decidedly readable, makeup is good. Indeed, there is but one fault worth the mention. It is the use of process or another pale yellow for second color. Being next to white in tone weakness, there is too little contrast between yellow ink and ivory stock for visibility. One cannot distinguish what the illustration on the

HIGHLIGHTS IN THE HISTORY  
OF ENCYCLOPEDIA BRITANNICA

- 1760 The First Edition published by "A Society of Gentlemen" in Edinburgh, Scotland
- 1776 The Second Edition was started in the same year as was the American Revolution
- 1860 The first American contributor appeared in the Eighth Edition. This was Dr. Edward Everett, President of Harvard and U. S. Secretary of State
- 1902 The plates and property of Encyclopaedia Britannica were purchased by Horace Hooper and Walter Jackson, both Americans
- 1902 The Tenth Edition was published by the American owners with the Times of London
- 1910 First printed in the United States at the Lakeside Press in Chicago
- 1911 The Eleventh Edition was published by the American owners with the imprimatur of Cambridge University
- 1936 The custom of bringing out new "editions" at long intervals was abandoned in favor of continuously revised twice-a-year new printings
- 1943 Encyclopaedia Britannica was acquired by the University of Chicago

ART CENTER \* THE 175TH ANNIVERSARY \* ENCYCLOPEDIA BRITANNICA \* INVITES YOU



ART CENTER INVITES YOU and your friends to attend a special exhibition commemorating the 175th Birthday of Encyclopaedia Britannica, the oldest, most honored and most widely used encyclopedic in the English language. ★ The history and development of Encyclopaedia Britannica throughout nearly two centuries will be shown by means of photographs, charts, examples of various editions and bindings (the First Edition was published in 1768), and a display of original manuscripts of great historical interest. ★ In addition there will be an interesting manufacturing exhibit provided by The Lakeside Press, R. R. Donnelley & Sons Company, where Encyclopaedia Britannica is printed. ★ Art Center Chicago Galleries are at 32 West Randolph Street. The Galleries are open to you and your friends from 10 A.M. until 6 P.M. (except Sundays), and until 10 P.M. Thursdays. ★ The special Encyclopaedia Britannica 175th Birthday Exhibition will be on view beginning April 27th and will continue through May 27th.



French folder produced by Art Center Chicago to advertise the Encyclopaedia Britannica Anniversary Exhibition, printed in blue and pink, 7 1/4 by 6 inches

# *the Informant*



"Needed—A Touch of Humor!" says the Zellerbach Paper Company *Informant*, and proceeds to introduce the zebra, presumably funniest thing in animal kingdom. Cover printed yellow and black



## Prints of Paris

What could be nicer than the redbird used by Paris Printing Company, Kansas City, Missouri, for the cover of May Prints of Paris?

left-hand of the two center pages is; indeed, the yellow color is too weak even for the six-point rules around halftones. If a light golden-brown ink had been used, the booklet would have been infinitely improved for the reasons given and also because the effect would be enriched. Because it is outlined with green, the yellow is all right on the cover, for there it is separated from the ivory stock and the green also affords contrast. We always feel keenly when we see an item rating high in all respects but one, especially when the one is so easy to correct as it is in this instance. When, on the press, it was discovered the illustrations in yellow had poor visibility, then the color should by all means have been changed.

BISMARCK TRIBUNE COMPANY, of Bismarck, North Dakota.—Your blotter, "I Am An American Day," is well designed in all essential aspects except, perhaps, the red and blue bands at top with band of white (stock) in between seem thick and heavy in relation to the weight and size of type below. Wholly in sans-serif type except for the one line "The American Creed," some type besides Old English would be better than that for the one line. Old English is an effective contrast with old-style roman but is not in key with the sans-serif, being of thick and thin lines where sans-serif is monotype, and being highly decorative where sans is the plainest of letter forms. Even serifs on roman letters may be regarded as ornament. If the line were set in the sans-oblique, which you have, the effect would have been much more harmonious and if in bold sans-serif might very well have been printed in red, especially if red band were not so wide, as suggested. Finally, the text matter in the light-face sans-serif is too weak, not only because its delicacy of line induces eye-strain but because tone of the mass is too weak to balance other elements of the design. It is unfortunate but true that the light-face versions of most sans-serif fonts are too light and delicate, especially for printing on coated stock. Printed on rough stock with more ink and impression, as would be required, the same faces would be thickened to the right weight.

THE BARTA PRESS, Boston, Massachusetts.—Your series of mailing pieces advertising "Win-the-War" printing is the first complete campaign along this line we have seen. The eight-page folding card with the title "Add Win-the-War Weapons to your pay envelopes," with its large surfaces printed in red and blue inks with type here and there in reverse, has boldness and color far beyond the average for such small pieces.



Another of the classical book plates produced by Carl Junge, the Chicago designer. It was printed in black and beige

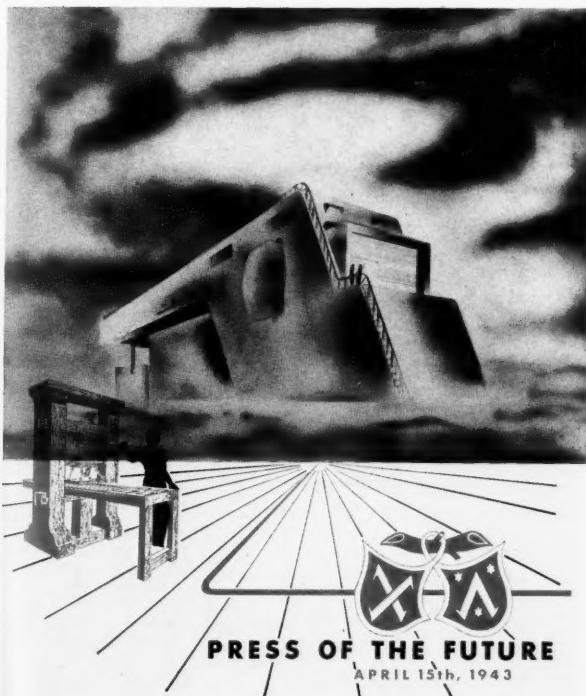
The theme of the entire campaign—that Uncle Sam wants industry to employ every available means to spread its wartime pep talks to employees—is followed in the short, readable copy of this card, which also sets the pattern for the signature of your firm for the entire series. The sparing use of Barnum type is a nice touch, and the intelligent use of Stymie and Futura types shows what can be done with simple things. The double card advertising house-organs follows the design of the first card, and with its drawings of typewriter, drawing board, and other symbols, manages to convey very well the fact that you offer an all around house-organ service. "Win-the-War Publicity," the third piece in the series, is aimed at selling printing which will tell the story of shortages and service delays, and to convey information which will help the consumer get better performance and longer life from his machines. As the war goes on, and machines grow older, there will be an ever-increasing place for this maintenance and repair printing.

MICHIGAN TYPESETTING, of Detroit, Michigan.—We are glad to see your advertising. While primarily designed to pack a wallop and command attention, so not pretty, your advertisements in the *Free Press* are nevertheless commendable. Copy angles should impress readers with your understanding of what it is all about. Headings giving an insight into the character and potency of the messages are "The Proof of the Typesetting is in the Reading," "Good, We've Got to be Good," "Michigan Type for Victory," and "War and the Typesetting Busi-

ness." These advertising angles others could adapt to advantage. Keynote of the copy of the second is "We've GOT to be good to keep up with the mightiest pace of production of war materials any country has ever seen." Ninety per cent of the company's production, it is disclosed, is typesetting for the armed forces, manuals for guns, tanks, trucks, *et cetera*. That's interesting, not unusual in a manufacturing center like Detroit. From another we learn that three days are all that is allowed to set the type and print equipment instruction books sufficient for the equipment going in an entire convoy. The advertisements are truly interesting, worth reading, and, to repeat, prove your adequacy to the situation. A mailing folder "Here's Proof, Mr. Hawkshaw" is smartly modern, combines fine styling with utility. Heading over center spread is "No Bottleneck at Michigan Typesetting." It is followed by compelling copy on your eight precision proof presses, some illustrated along the right-hand side. This is all good, thoughtful material, the kind that builds reputation and creates confidence.

The Rhodesian Annual for 1942 follows the general pattern of previous issues it has been our good, and very good, fortune to enjoy seeing and reading. Content em-

bodies articles about interesting localities and people, the war effort in this South African district getting the emphasis with numerous halftone illustrations of service men. As usual, the cover is well designed and with purpose and is well printed in colors. Dominating the scene in this one is the youthful soldier in the lower right-hand corner holding in his left hand the end of his bayonetted rifle with butt on ground and with his right holding his service hat high in salute to a diving plane in left background. Below is a scene in wilds, trees and huge stones being featured. In foreground to left of soldier, extending from bottom to top of page, there's a dead tree, its dull violet coloring contrasting attractively with the otherwise green and yellow tone of the illustration. Black tones the colors, is used for bands across bottom of page and the name in large lettering and extreme top of page, which is well executed, relatively large, and decidedly impressive. Typography and makeup of editorial pages are good, bleeding illustrations permitting pictures to be larger, also more impressive through the force and distinction such utilization of usual marginal space permits. Headings, we're sure, could be larger to advantage. Leading error, the only one of



Stumping the experts, the New York Club of Printing House Craftsmen used this folder to announce a pressroom clinic meeting. It was printed in black, red, and light blue, and inside pages followed the modern design of this cover



SIXTH ANNUAL

## Ladies' Night

of the WINNIPEG CLUB of Printing House Craftsmen  
MARLBOROUGH HOTEL, SAT. FEBRUARY 13, 1943  
Reception at 6:30 - Dinner at 7:00 - Tickets \$1.75 each



Cover of bulletin of Winnipeg Craftsmen's Club, designed by Vic Nuyten, printed in black, lavender, and red. Craftsman Nuyten designed a program, ticket, badge, and invitation for Ladies' Night



January 12, 1943  
Dear Mom:

Arrived safe and sound. One of the first things I did was to get my new coat and hat. They are very cozy and I don't get much time to sit around. I am especially looking forward to getting home to you. This is the first time I have been away from home since yesterday. I met a fellow who used to work with me. Didn't we meet at the station? He is a small world!

Will and K.P. old dog and cat. Will is as tired as I am. I am so tired I can't sleep for tomorrow. I am getting up early to go to the station. More about that later. Love you and I sure miss you.

Your loving son,  
Tommy

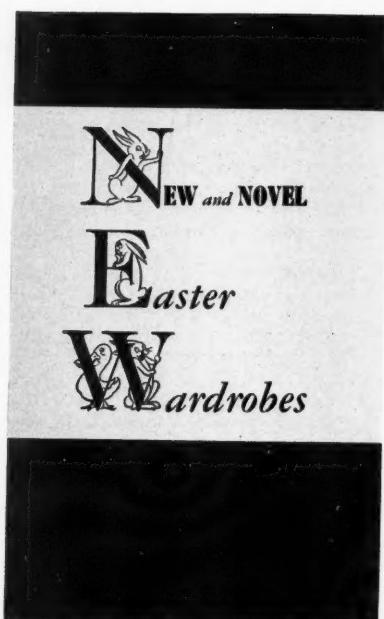
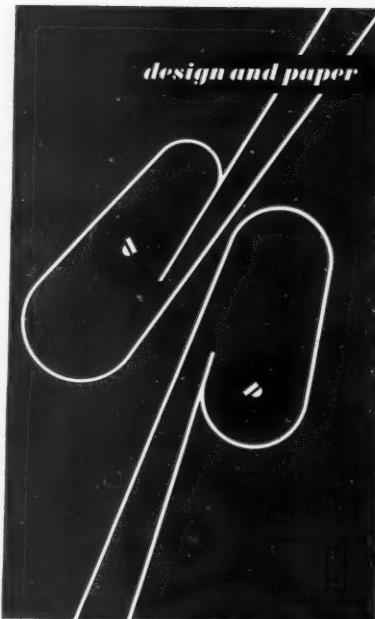
**TYPO GRAPHIC \* APRIL 1943**



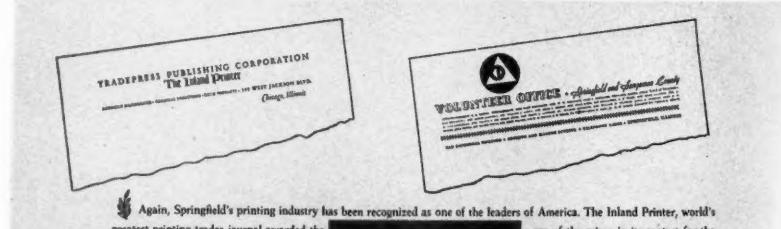
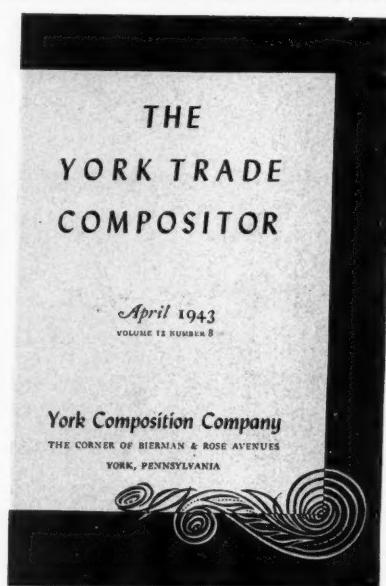
Typo Graphic, house-organ of Edwin H. Stuart, Pittsburgh, Pennsylvania, is consistently pleasant reading. This cover, printed in brown and blue, is typical of the human interest reflected in its 7½- by 10½-inch pages

any consequence, is large number of type faces used in the advertisements, several of widely different shape and characteristics being found on a number of pages. If one style of type—one of the better styles that you have, and you have several—had dominated the display of all ads, the paper would not only have been more attractive through better harmony, but would have character, something that cannot be said when numerous types of widely different style are mixed. Try this idea next time and you'll be delighted, we're sure, with the result. You have too much at stake to allow advertisers, unwise in the qualities of good design and typography, to dictate type faces. Presswork is very good indeed.

ARTHUR H. HERT, of Saint Louis, Missouri.—That is an interesting, impressive cover on the Canadian Number of *The Credit World*. Name in red in reverse color panel of blue at bottom of page occupies something less than one-fourth the page, space above being devoted to a large "V" in red against a screened background printed in same impression and being lighter than letter. Crossed flags of Canada and the United States in red and blue appear between elements of giant "V." It is all very effective and interesting, the subordinate detail which contributes most effectively being the remarkably effective patriotic initials of Warwick Typographers, of St. Louis, to start the two main words of the publication's name. Used blown up considerably on the cover of *THE INLAND PRINTER* for February, 1942, we're surprised greater use is not made of them, for they have what it takes. Inside typography is not bad but is just ordinary, the common garden variety, as it were. Page 4 is a good one, but it's a makeup error to have two pages facing with similarly outlined halftone portraits, particularly since one of them placed elsewhere would brighten up another spread at present lifeless through lack of real accent—the pair following, which are very dull looking, for instance. For the most part, articles start on the left-hand pages, which is not the best makeup, as it is conceded to be better to start articles on right-hand pages. Ludlow Eden Bold is a colorful, characterful display type, a good one for featured lines of headings, but carries a load of coal, as it were, along with it in its companion display letters, Goudy Bold and Cheltenham Bold, the latter especially. Neither harmonizes well with the contrasty Eden Bold, being rather monotone in nature. Lines of heading on page 16 are too crowded, and more action would be introduced in pages if headings were not centered. On two right-hand pages we find accents at bottom of pages, thus overbalancing these pages and leaving them bare, top and right, where accents are desirable. Page 24 would be better if the portrait of Mr. O'Hagan, instead of being in connection with lines of heading, were in about vertical center of text of page, type around in each column being short measure. As it is, all weight is at top, and accents not distributed.



Above, left: Cover of Marquardt & Company, New York, house-organ, illustrating modern design by Ladislav Sutnar. Right: Warwick Typographers, St. Louis, advertises unique initials on a mailing card in Easter colors. Below: Cover and title page by Howard King, terra cotta and black on canary paper



Again, Springfield's printing industry has been recognized as one of the leaders of America. The *Inland Printer*, world's greatest printing trades journal awarded the [redacted] one of the prizes in its contest for the twelve best letterheads of the year... in addition to the winning *TradePress Publishing Corporation* letterhead shown above, ten honorable awards were granted in this contest. The Cradick-McElwain Paper Mills, Holyoke, Massachusetts, selected the letterhead printed by us for the local Civilian Defense Volunteer Office as one of the fifteen most patriotic letterheads printed on their paper for the year. These awards strengthen our slogan of being the "typographic stylist" of the middlewest.

Frye Printing Company, through Ben Wiley, makes use of a reputation for fine printing in this blotter

# The Proofroom

ARE SOLICITED AND WILL BE ANSWERED IN THIS DEPARTMENT. REPLIES BY MAIL CANNOT BE MADE



By Edward N. Teall

**DIVISION OF PROPER NAMES**

Our proofroom is all torn up over the question, How should the name Vaughan be divided? Some of us like Vaugh-an, some prefer Vau-ghan—and one thinks the matter is settled forever because he saw "Vaug-han" in a New York newspaper. Please give us a ruling.—*North Dakota.*

To give a ruling on this point would be quite beyond the range of my competence, but this is the way it sizes up in my mind: The name is monosyllabic in pronunciation: *vawn*. But the "gh" is, I suppose, a relic of an original pronunciation in two syllables: *vaw'gan* or *vawhan*. Consider "Monaghan" and "Mahan." I know a family named "Maghan," and it calls itself "the Magans," with accent on the second syllable and the sound of hard "g."

I would dodge division of "Vaugh-an" where possible, but if it turned up in a bit of narrow-measure composition, and a choice simply had to be made—well, my choice would be Vaugh-an. That division it seems to me, would be the closest attainable approximation to the monosyllabic pronunciation which the name unquestionably now carries.

**N. OF I.**

Please give me a good working example of your so-called noun of identification.—*Minnesota.*

Here's the first that pops into my mind: *explosive shop*, a shop that produces explosives (noun), not a shop that is explosive (adjective), or is likely to explode. Crude, but real.

An apple tree is a tree that bears apples, not a tree that is apply; if "apple" were here an adjective, we would have apple trees, appler trees, applest trees. Yes, there is a twilight zone, here as all along the line of grammatical rule in contrast to the "feel" of words in the "average" mind.

In "brick house," it is true that "brick" has the "feel" of an honest-to-goodness adjective; but the essential meaning is, "a house made of bricks." It's different from a red

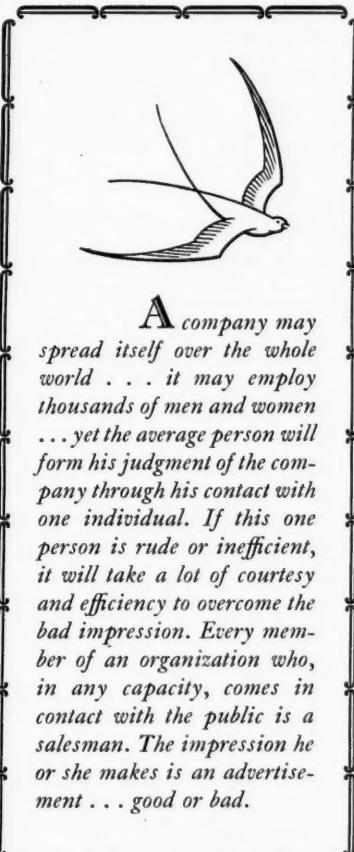
house, a white house, a big or a little house; these are all straight adjective descriptions, capable of being compared in -er, -est forms.

That n. of i. does a lot to clear up problems of grammar—but it does have to be used with some intelligence, and the disposition to reason calmly and fairly.

**"AN OONITED PEOPLE"**

I recently heard a radio speaker say "an united people." How can that be justified?—*Massachusetts.*

To my way of thinking, it simply can't. If you say "oonited," okay; but who does say that? To justify "an hospitable host," you must say "ospitable." Isn't it so?



Words of business wisdom from a blotter printed by Charles E. Tench Printing Company, Chicago

**NAMES OF NEWSPAPERS**

*The New York Times* invariably prints its name capitalizing the definite article. In *The Yale Review*, spring, 1943, I find "... the correspondent of the 'New York Times' ..." Note that the definite article is omitted as part of the title, which seems to be general usage nowadays—and which I deem incorrect.—*New Jersey.*

The best rule is: Italicize or quote the full actual title of the publication, but you will see in good print "*The New York Times*," "the *New York Times*," and "the New York Times."

The simple fact is that when copy refers to a newspaper in a distant city, the print shop cannot always be sure as to the exact title. Therefore, in ordinary work, perhaps the best way is to mark off the city name and the general newspaper name from the context: "the *New York Times*."

I favor inclusion of the definite article where the paper itself makes it part of its title, but the best working rule is probably for the second of the three forms given above.

**FROZEN PRONUNCIATION**

Can you give me the correct pronunciation of "Archangel," the Arctic port? Is it "arch-angel" or "arc-hangel"? I am cognizant of "Therefore with Angels and Archangels," *et cetera*, in the Episcopal communion service; but that's something else again.—*New York.*

Perhaps it's not as else-y as you think. The Russian form of the name, I learn from the gazetteer section of the Merriam Webster, is Arkhangelsk, the *k* and the *h* combining in a single guttural sound. The English of it is the simple and familiar "archangel," ark'an-gel.

**GOOD OLD SEMI!**

You seem to like the semicolon. Wish I could see why.—*Connecticut.*

Let's go to it, swiftly. Consider this, from a 1943 novel: "They were disillusioned, some of them, like Mr. Blank, cynical." I say that with the comma after "disillusioned," instead of a semicolon, the sentence is just a jumble. You have to analyze it.

#### **WATCH YOUR SUFFIXES!**

I am inclined to agree with him who said Americans are extravagant with food and words. They are also extravagant in the use of syllables. In your pages, away back in August of 1942, I noticed an advertisement the first word of which was "preventative." A member of the English Preventive Service would be horrified if he were called a Preventive Officer. Should not the word be "preventive"?—*Canada*.

Let's look at the "big" Webster (Merriam's) as a final authority on American usage. It enters "preventative" both as adjective and as noun, and describes the word as "an irregularly formed doublet." "Preventive" also is entered both as noun and as adjective.

Turn the searchlight on another spot, and we find "-ative" entered as "an adjective suffix," with the sense of *tending to*. It appears in the words such as "authoritative," "quantitative," and other words of Latin origin; also in "native" words like "talkative."

To me, "preventative" seems to go better as an adjective than as a noun. The question is open to discussion in this department. Let's have some slants and angles on it.

#### **HOW NOT TO SAY IT**

I don't know how you feel about it, but I think even the little stories could be written so the meaning is clear. How about the enclosed clipping?—*Illinois*.

The clipping says: "He was found guilty of robbery of a young woman in the courtroom of Judge Soandso." This is a fine example of bad sentence construction. It says the robbery was committed in the courtroom which is inaccurate.

#### **YOUTH AND AGE**

What is the worst fault of young proofreaders?—*Nevada*.

Being young, and impatient of restraint; and the worst fault of old proofreaders is being old, and shy of everything outside of routine.

#### **A BELATED ACKNOWLEDG(E)MENT**

In the February issue, under the heading "Not Quite a Boner," you counseled some guy from Illinois that "judgment" is preferable to "judgement." I've been in this spelling business before you made your atmospheric debut within the Teall's household, and I'm telling you it's good spelling-sense to spell it with the "e" after the "g." There! I guess that'll hold you a spell.—*California*.

Myself, sir, I like "judgement," but I suppose the lexicographers have some good reason for telling us to write "judgment." When Old

Doctor Stork left me on the Teall doorstep, I had a pipe in one hand and a pocket dictionary in the other. By the way—my friend in California PSes this way: "I a'n't Webster, I 'm Worcester." That "a'n't" is interesting.

#### **ALL THAT IS WANTED**

I am one of those who are not permitted to depart from copy but must follow it even if it leads out of the highest window. But for my own purposes, I would like to know whether I should say "All that is wanted is—or are—huge forces." Can you enlighten me?—*New Jersey*.

It is (to my way of thinking) flatly wrong to say "All that is wanted are huge forces." When you say "All that is," do you not commit yourself to the singular just as far as the force of "all" goes? I certainly think so! Yes, huge forces are all that is wanted. But even here "all that" switches you back to the singular; think that one over! Clearly, we need to study antecedents and apposition.

#### **IS OR ARE A CLASS?**

Enclosed is a proof of a job this print shop turned out recently. Our foreman set it, and as he was engaged in that activity I informed him the copy was incorrect. He said copy was okay, and pulled a 20-dollar bill on me to back his assertion. Your comment.—*Arkansas*.

A long-range job of refereeing! Please, gentlemen of Arkansas, do not take my remarks as anything more decisive than comment. The copy ran, and the foreman set it (with proper invitation display), thus: "The Senior Class request the honor of your presence"—and, without going further, I think the challenge is that of a singular subject, "class," with plural verb, "request."

To me, this seems to be a simple situation; I certainly would make it "The class requests." But of late years I find myself increasingly breaking away from my former severity of judgment. That "collective" explanation does not always hold; there are times when the grammatical hook-up seems to fail, and the pluralness of the singular noun, in its implication, overrules grammar.

I haven't space for examples, but in many instances a sharp ruling is blocked by the workings of the mind, and the "feel" outweighs the logic. Consider "The Government are committed to this policy," for both slants.



*Answers to the following list of questions have appeared in the pages of THE INLAND PRINTER and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 68 of this issue?*

#### **By R. Randolph Karch**

1—Synthetic rubber rollers are more sensitive to chemicals than composition rollers. True or false?

2—Perfection is entirely possible in slug lines in height-to-paper. True or false?

3—The present brightness of paper is reduced by the lack of chlorine. What other factor now present is also responsible?

4—Name as many tests given to printing papers as you can—see how close you can come to an even dozen.

5—What consideration should be given to type forms which are to be electrotyped?

6—Name four methods of controlling static electricity on printing presses.

7—Explain how you would determine the speed of a press in less than one minute.

8—How would an undercut zinc plate original hamper the making of a Tenaplate mold in electrotyping?

9—What was the forerunner of the present comma, used by Caxton?

10—Take care in marking divisions on the following words—they may throw you! Faker, boundary, furnish, leisure, signor, poignant.

11—Paper fibers are exceptionally sensitive to increase and decrease in relative humidity. Is this expansion 2, 4, 6, 8, or 10 times greater across the fiber as compared to the length?

12—When and if the electrical etching of zincs becomes practical, what advantages would be gained?

# I.P. BREVITIES



*If it's odd, it's here. Stray items about the trade and the men who make it  
Bits of information collected and set down for your edification and pleasure*

• NEWSPAPERS in England and Australia have found that it is possible to use both sides of stereotyping flong, and report that in almost all cases it is impossible to tell that the new stereotypes were cast on the wrong side of the flong.

The method of reclaiming the flong is simple. The used mats are humicized by placing them between damp cloths in a galvanized iron storage box for twenty-four hours. In England, mats are sometimes dipped in water before they are placed in the storage box.

After the mats have stayed between the damp cloths for a sufficiently long period, the felt packing and overlays are removed, the mat is placed in the molding press when cold, with its back down and one dried blanket over its face. Under a total pressure of fifty tons, the mat is left in the press for half a minute with suction pump running.

The mat is then ready for facing paste to be applied to its unused side, and is placed on the form and molded in the usual way. Care must be taken when placing the mat on the form, in order to allow for trimming to suit the casting box.

Because of the time required to remove the felt packing from the back of the flong, and other extra labor, this method is probably not economical except for use in an emergency.

• THE COMBINATION of aggressive sales management and employee ownership is proving successful in the case of one of the older Toronto printing firms.

Put into effect only last November by Thomas H. Jarrett, the president of George Shepard Printing Company, the plan of employee ownership has already made time-clocks necessary only as a check on costs.

All of the principal stockholders are employees of the company. Among them are H. S. Lancashire, a salesman for eighteen years; W. E. Eastwood, in the composing room for twenty-two years; and Arthur Courts, a compositor for eighteen years.

The original firm was founded in 1890 by W. A. Shepard, and specialized in all types of printing used by the legitimate theater.

One of the relics in the files of the company is a theater date book from the Gay Nineties, bound in morocco leather, and giving information about theaters throughout Canada.

• WHEN THE SIRENS BEGIN TO BLOW, you just can't keep an old war-horse out of harness. That's why Chief Printer Ferdinand E. Triche is back in the Navy after fourteen years in retirement.

Born and educated in Louisiana, Mr. Triche learned the printing trade in a

country weekly newspaper office. In January, 1913, he left the printing trade to enlist in the Navy as a coal passer.

During the next sixteen years he served as Fireman Second Class, Fireman First Class, Printer Second Class, Printer First Class, and Chief Printer. During the years of the First World



CHIEF PRINTER TRICHE

War he served on a cruiser engaged in convoy duty.

In 1929, Mr. Triche went on inactive duty in the Fleet Naval Reserve, and became a compositor in the Government Printing Office the next year. He remained there until September, 1942, when he was recalled to active duty.

Now Chief Printer Triche is at work in the modern, well equipped printing plant of the Navy Recruiting Bureau in White Plains, New York, where all recruiting publicity for the Navy and Coast Guard is printed.

• WHATEVER THE NEED may be, some sort of printing can be found to meet it!

Now it is identification marks for sheets of aluminum alloy produced by Reynolds Metals Company. Wishing to

mark sheets of the various alloys going through their plant so that parts and scrap coming from such sheets could be instantly identified, Reynolds ordered a special printing press from Schmutz Manufacturing Company, of Louisville, Kentucky.

The machine uses rubber type, and prints the identifications on the sheets in lines 2½ inches apart, in any two of seven colors and white. Each color indicates a particular alloy, block letters indicate one type of heat treatment, italics another method, and numerals identify the gage. Quick-drying inks that are not affected by heat, paint, oil, or time, prevent offsetting when the sheets are stacked.

This printing makes it a simple matter to sort and segregate scrap cut from these sheets, and return it to the mill for reprocessing.

• WHAT A JOY for treasure-hunters it would have been if the old-time pirates could have obtained a supply of the new waterproof envelopes developed by the Navy for enclosing important documents. If they had, many more treasure maps might be extant today.

These new envelopes, which will be used to carry such documents as invoices and inspectors' reports on material included in shipments going abroad, are waterproofed by a process using paper laminated with asphalt.

In order to save metal, the old type eyelets and clasps have been dispensed with, causing a saving of 3,000 pounds of metal a month.

• EVERY FOX-HOLE will have its very own five-foot book shelf, if the plan announced recently by the Council on Books in Wartime is successful.

This plan calls for a special Armed Service Edition of pocket-size books each month, and the type pages will be designed so that they can be read by the flickering light of star shells and enemy flares.

From twenty-five to fifty titles will be issued each month, and the average printing will be 100,000 copies. It is planned to divide the list as evenly as possible between fiction and non-fiction, including a few classics, mysteries, and Westerns.

Curved stereotype plates will be used on high-speed presses not normally used in book printing, in order to reduce the cost to the lowest in the history of the industry.

Armed Service Editions will be delivered from the printers to Army and Navy depots for direct shipment to the troops. Eighty per cent will go to the Army, and the balance will be divided among the other services.

No wonder vision must be 20/20.

## ANSWERS TO FORGOTTEN TRADE-MARK QUIZ

1. Chalmers Automobile.
2. Goblin Soap.
3. Iver Johnson Revolvers.
4. Neolin Soap.
5. French Lines.
6. Sonora Phonographs.
7. Reo Flying Cloud.
8. Zu Zu Ginger Snaps.
9. Sweet Caporal Cigarettes.
10. Star Automobile.

# Strange Are the Styles of Words

*Meanings change as the years pass, and what is good grammar*

*in one locality is meaningless in another • By Edward N. Teall*

• SEMANTICS, the science of signification, concerns itself with the meaning of words. Two Harvard professors, in their book on the nature of language, declare that word meanings are not frozen; words are "conventional signs," and their use (meaning) changes from time to time and varies in different localities. Words "mean what they are intended to mean by the speaker and understood to mean by the hearer," or by the writer and the reader. The grammarians declare that two negatives make an affirmative, but when someone says "There ain't no sense in it," even the grammarian understands what is meant and knows the speaker did not mean to say there was sense in it. In Greek, Anglo-Saxon, and Middle English (the Harvard scholars point out) multiplication of negatives was good style; King Alfred, describing the effects of Orpheus's harping, said: "No hart shunned not no lion, nor no hare no hound, nor no beast knew not no hatred nor no fear from another, for the pleasure they took in the sound." Styles change; that sentence could not be written today—and that very fact is testimony to the truth of the statement that words do not have nailed-down meanings. Right there you have the start of semantics.

By way of example, the Harvard professors direct attention to such words as *rival* and *fist*. When we speak of two men as rivals in love or business, we do not think of a stream of water; but the word comes from the Latin word *rivus*, and its derivative *riva*, meaning in Roman law neighbors drawing water from the same stream. As such neighbors are apt to challenge one another's rights, the switch in meaning as the word passed from Latin to English is explained. At one time, the authors tell us, it was all right to say "The lady held a lily in her delicate fist," but now the word *fist* has no suggestions but the pugnacious (the fighter's fist), the vulgar (a boy wipes his eye with a grimy fist), or the jocose. In the multiplic-

ity of associations may be found the explanation of various misunderstandings between speaker or writer and hearer or reader.

Why does the word *lily* call to mind the whiteness and grace of the flower named? Not through any inherent quality in the syllables themselves—though indeed the word is more lovely than is, for example, *skunk*. The flower has for ages been a symbol of purity and beauty, and the word profits by such mental association, with a cumulative effect. Other words in which this "very real phenomenon in the operations of language" are encountered are the word *mother* and *home*.



## In These War Days

*... Every buyer's time is so budgeted that men who contact him must grasp his needs quickly!*

★ Wm. J. Keller's contact men, some of whom have served buyers of printing in the Niagara Frontier for over twenty-five years, are trained to render valuable assistance in solving your printing problems. Whether it's a Confidential Map, Chart, Instruction Book, Parts Catalog, Price List, or just some everyday form for shop or office, you can say to these men, "Here take it, work out the details, and show me proofs pronto," knowing that you can forget it and that it will be done as you like it.

*All necessary safeguards are thrown around confidential war work. Customers' property always amply covered by insurance. It costs no more to have Wm. J. Keller Co.'s Quality, Speed, and Service.*

From a blotter by William J. Keller Company, Buffalo, New York, comes copy to lull the printing buyer into a feeling of security and ease

These learned authors emphasize the fact that to understand a word we need to know both its history and its present use:

The history of every word begins with its root . . . yet we must not expect the root to contain, as in the germ, the significance that successive civilizations have attached to the words that have grown out of it. We should never forget that words are conventional symbols, and that any word—whatever its origin—bears, at any moment, that meaning which the speakers of the language have tacitly agreed to assign to it. And this meaning may, or may not, have a direct logical connection with the original sense of the root.

But note further:

This principle does not do away with the distinctions of right and wrong in speaking a language. The purpose of speech is to express one's thoughts so that they may be understood by others. Hence, the concensus of usage determines the meaning which a word bears.

Returning to that interesting idea of words as "conventional signs," the authors remark that "whether in literature or in common talk, a word is never the exact sign of an unchangeable idea." A word is not like the mathematical symbol  $\pi$  (pi), which expresses the ratio of a circle's circumference to its diameter, invariably 3.14159 +. I may call John, aged 19, a boy—and you may think of him as a man. What would be wealth to a tramp would not be even cigaret money to the car driver who edges him off the public highway. You may utter the word *yes* with any of a dozen vocal inflections each of which gives it a different signification, expressing agreement or strong doubt. Consider the numerous, almost innumerable, uses of such words as *thing*, *concern*, *get*, *grow*, *turn*: the weather turns cold, you turn out of the road or aside from a purpose, you do someone a good turn, the clock hands turn and so does a wheel, you take turns, and so on and on and on.

Words fade, as in "on the one hand and on the other"; "in the first place"; "it stands to reason"; "in any case." Meanings may be generalized in usage, or specialized. *Virtue*, from Latin *vir*, a man, has acquired new meanings to fit every variety of manliness; on the other hand, it is frequently specialized in popular use in the sense of the feminine virtue of chastity. So to many users the word *morality* has a specialized connotation. *Layman*, which was originally limited to church use, has come to be applied in various

professions to those not engaged in them. We moderns *sail* in a steamship. On the other hand (!) *disease*, *dis-ease*, once designating almost any kind of discomfort, is now used in a limited sense only. *Deer*, like German *Thier*, once meant any animal; compare "small deer." *Play* has special meanings for children, card gamblers, musicians, actors, and machinists (the *play* that is allowed in a piston rod).

An interesting phenomenon is the elimination of the noun in an adjective-and-noun combination and use of the adjective as a noun, as in *general officer*, *a general*; *lyric poem*, *a lyric*; *editorial article*, *an editorial*. I served many years under a great newspaper editor who heartily detested the last-cited noun. Some of the most common and most familiar words have seldom-thought-of sources in place names, as *china*, *jersey*. Many words radiate; from a central concept they develop numerous applications. Thus in *water power*, *man power*, *a power* in the community, the great *powers*, and other uses of the word *power*, its root idea of ability to do survives. This process the authors name "divergent specialization." The semantician's liking for graphic representation works into an A-plus-B history of the word *treacle*. Original Greek word meant "pertaining to a wild beast." In the A-plus-B stage, the word meant "remedy for the bite of a wild beast." Then A dropped out, and B came in: antidote or remedy in general. Next we move on to B-plus-C, remedy in the form of a syrup. Then B is discarded, and we have C, syrup in general. After this, by specialization, we get *treacle* meaning molasses.

Giddy stuff? To me, it's fascinating; a bit dreary when the authors begin juggling charts and diagrams, but packed with interesting human history. The vivid fact, which has been held back for a climactic cracker, is that the Harvard professors who wrote the book were James Bradstreet Greenough (Latin) and George Lyman Kittredge (English), and their book, "Words and Their Ways in English Speech," was published (by Macmillan) in 1901. In it many hundreds of words are considered, but there is one word I fail to find in the text, and it certainly does not appear in the index. What word is that? It is: SEMANTICS.

## British Printers Look Ahead To Post-War Reconstruction

• POST-WAR PLANNING in the printing industry in England was a subject discussed by leaders at the request of *The British Printer*. One question posed by the publication was: "Presuming at least that a measure of Government control over raw materials is retained, how best can the printing industry adapt itself to meet the post-war situation?"

The Right Honorable Lord Southwood, chairman of Oldham's Press,

and president of the Printing and Allied Trades Research Association, said that he believed that the return of peace would bring an impetus to trade, but he hoped that no unhealthy boom would result. He expressed the hope that "the purchasing power of the public will be scientifically regulated so the return to normal conditions can be gradually and smoothly adjusted."

"The printing industry can best meet the situation by retaining a certain measure of control within itself," he suggested. "What the industry is able to do will depend largely upon supplies of materials and manpower that are released. The first consideration of the printing industry should be the resetting of its personnel."

B. F. Crosfield, vice-chairman of The Newspaper Proprietors Association, suggested that the printing industry will have to continue to ration its customers according to the supplies which printers themselves are able to obtain.

Cuthbert Dixon, president of the Paper Makers Association, expressed the view that he cannot visualize anything else which could be of greater help than the continuance of the present policy until the reconstruction period is reached."

J. Fletcher, secretary of the Printing and Kindred Trades Federation, made the general observation that the industry can meet the post-war situation by being ready as an organized unit to adapt the wartime control by a recognized channel of regulation which should govern all manpower and essential work scheduling.

He suggested that the Joint Industrial Council which has been functioning during the war could be strengthened by bringing into the membership of "the organizations of both sides those whose so-called independence is likely for spoiling joint endeavors." He further suggested that there "should be no room in the peace for 'price-cutters' on either the employers or employees side."

Guy Harrison, chairman of the Joint Industrial Council, referred to

### Current News and The Bible

By Deacon Clearsight

ADMIRAL YAMAMOTO, a worshipper of Amaterasu — Japan's sun-goddess — who treacherously attacked Pearl Harbor on the same day his compatriots talked "peace" in the White House at Washington, D.C., boasted that he would dictate terms to the United States in his capacity as master of that same White House. He died, after numerous defeats. Whether he died by his own hand, like that disemboweled traitor, Judas; or by being stabbed in the back, like boastful, defeated Sennacherib in a heathen temple; or by being killed "at the front" as officially announced by the untruthful Nippone, is not known.

SCRIPTURAL passages are here quoted:

"Then went out the angel of the Lord and smote in the camp of the Assyrians, one hundred and eighty and five thousand men . . . And Sennacherib, the king of Assyria . . . returned and dwelt in Nineveh. And . . . as he was prostrating himself in the house of Nisroch his god . . . Adrammelech and Sharezer, his sons, smote him with a sword." (*ISAIAH 37:37, 38. Jewish Version*).

"And he (Judas) indeed hath possessed a field of the reward of iniquity, and being hanged, burst asunder in the midst, and all his bowels gushed out." (*ACTS 1:18. Catholic Version*.)

"Be not deceived; God is not mocked: for whatsoever a man soweth that shall he also reap." (*GALATIANS 6:7. The Protestant Version*.)

(This item, syndicated by The Inland Printer, may be freely reprinted by other publications, giving due credit.)

the need for improved training of apprentices for which full use must be made of the services of the Joint Industrial Council, which he said "is widely regarded in commercial circles as one of the most successful organizations associated with any trade, which has for its aim the promotion of that increasing good will in industry which is one of the developments we all desire to incorporate in our post-war world."

George A. Isaacs, J.P., M.P., general secretary of the National Society of Operative Printers and Assistants, expressed the view that the printing industry can best meet the post-war situation by combined action with all those engaged in the industry and in the supply of its materials.

"There must be some regulation of supplies," said he, "otherwise some firms will get priority and thereby be enabled to charge high prices. Other firms who try to keep going will endeavor to get into the market by cutting prices when materials are available. Our Joint Industrial Council should be the medium for discussing plans. These discussions should start soon and not wait until the mess is upon us.

"The Joint Industrial Council, having made its plans, should seek the co-operation of the industries of supply, such as paper, ink, metal, and machinery. I think it perfectly clear that if the industry does not attempt some regulation the Government department will take over the job. I have always been a firm believer in the slogan, 'Do it Now,' and to my mind now is the time to start planning for post-war conditions in the industry."

+ 50th ANNIVERSARY YEAR 1863-1913  
OF THE INLAND PRINTER +

#### PRINTER USES RADIO

Radio spot announcements as a means of soliciting new business are being used by A. W. Munk, a printer in Watertown, New York.

In a report received by the editor of *THE INLAND PRINTER* concerning methods employed by Mr. Munk, the statement was made that he uses a spot announcement in connection with newscasts three times a week.

He varies his announcements so that they will reach executives in local defense plants who might be listening to newscasts during the noon hour, or at night between 8 and 9 o'clock.

## G.A.V.C. ISSUES TWO BOOKS OF WARTIME IDEAS

- Two booklets, chock full of ideas for printers to localize war campaigns which will add millions of impressions in the aggregate to their volume, have been issued by the Graphic Arts Victory Campaigns Committee whose program headquarters are in New York City, with branch headquarters in Columbus, Cleveland, and Chicago.

One booklet of eight pages, 8½ by 11, contains illustrated layouts and copy for ideas which printers can adapt to help promote, in their respective communities, the V-Home drive which is "an important war project of the Government." Eighty lines of business which supply homes with needed equipment and supplies are listed on the eighth page of the booklet as possible sponsors in their own respective communities for the production and distribution of the promotional literature suggested.

The second booklet is devoted to subject of United States Rent Control, and also contains suggested layouts, artwork and copy concerning the whole scope of the rent control project of the Government. The possible sponsors for this campaign, localized, include real estate associations, insurance companies, manufacturers, and retailers, who are said to be "eager and anxious to help the Government's wartime programs in any way they can." It is said that they are only waiting to be shown how.

Government agencies throughout the country were recipients of copies of the Graphic Arts Victory Committee's Guide Book in which the printers' plan of co-operation with all the war agencies was outlined. The two booklets which have been supplied to the printers on the mailing list of the committee are said to be only the beginning of the materials to be furnished as suggestions for localizing the twenty-six or more promotional campaigns of the various war agencies.

All of the campaigns and the plans suggested for their promotion were approved by the various Governmental agencies before the Graphic Arts Victory Campaigns Committee prepared the suggested layouts and copy. Printed copies of the "Official Report of Conference" between the Office of War Information and the Graphic Arts Victory Committee at which the plans were discussed in detail may be obtained from the committee at 17 East 42nd street, New York City.

A legal organization is being effected under the shortened incorporated name of Graphic Arts Victory Committee, according to a recent announcement. A. E. Giegengack, United States Public Printer, is honorary chairman of the corporation, and A. G. McCormick, Jr., of the McCormick-Armstrong Company, Wichita, Kansas, is national executive chairman.

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## Do You Know These Graphic Arts Leaders?

★ In this month's picture quiz we have a pioneer in printing education, an early advocate of air conditioning for printing plants, and a former

Public Printer of the United States. How many of them do you recognize? You will find these graphic arts leaders identified on page 67.

# The Pressroom

IF YOU SEND A STAMPED ENVELOPE, THESE QUERIES WILL BE KEPT CONFIDENTIAL IF YOU SO DESIRE



By Eugene St. John

**INK FOR PRINTING ON DUCK**

A manufacturer of tents and awnings who is working on Government contracts has contacted us to imprint a "U. S." on a large run on 8-lb. duck, approximate size sheet 5 by 15 inches. The order will run from 200M up.

We wanted to run more than one up but the manufacturer would then have to use dies to cut them and that would increase his costs considerably over electric cutters. So we are figuring on hand-feeding one up on a platen press. Is there any method by which this could be fed automatically?

We know there is lots of this work being done now but we are not familiar with the proper procedure. Would you suggest electro or cast rubber plate? About how many impressions could be made from each plate?

The specifications call for waterproof black. We would appreciate names of platemakers for this work, also where special ink may be obtained.

Consult your inkmaker for waterproof black. We are sending you names of concerns specializing in plates for this work. Send them sample of duck and they will give you information in detail.

**COLUMN RULES RISE AND PUNCH**

I am enclosing a sheet of a form printed on one side only. This is at the start of a run after about a dozen impressions. I don't spend much time in makeready on this, because the stock is halftone print and run is only 500.

I want to call your attention to the column rules punching through. We run this job every month, and have to take out the column rules every time on account of this trouble. The customer prefers them in but I just can't get away from them cutting through.

I have read a lot of items in THE INLAND PRINTER and have tried all the remedies, including my own, and still can't get away from the rules cutting through. I have been printing thirty-five years and this one has me stuck. I still say it's the slugs. What do you think?

We suggest that you remove all pressure from the foot of the column rule at lockup, by putting more spacing material, say a nonpareil slug, at the foot of both columns flanking the column rule. After the pressure is relieved, the bowing of the column rule and consequent punching of the rule should cease.

**CARBONIZING SAFETY PAPERS**

We would welcome any suggestion you might make to us regarding the most practical method of carbonizing printed forms, checks, *et cetera*, similar to the sample I am attaching.

The inkmakers advertising in THE INLAND PRINTER will supply carbonizing ink for either cold or hot carbonizing on the reverse of this sheet after you have printed with regular printing inks on face of the sheet.

There are concerns which have advertised in THE INLAND PRINTER recently that specialize in this carbonizing for the trade. By either method, it is necessary to submit a sample of the paper.

If you print with carbonizing ink, the procedure is regular and the plates may be either rubber, zinc, or stereotypes, whichever you prefer.

**RIGHT QUANTITY OF INK**

How can one make sure correct supply of ink is being fed from fountain to maintain a clear, sharp print and avoid sticking, smearing, and mottling?

The correct ink feed is principally determined by the thoroughness of the makeready, the inking system of the press, the tintorial value of the ink, the condition of the rollers and their setting, hard or soft stock, rough or smooth surface and its absorptiveness.

The thoroughness of makeready is not always left to the pressman. In many shops it is the rule from the profit angle to run as many jobs as possible with minimum makeready, especially those shops which are equipped to make new material for the job and discard it after the job is off. Soft or medium packing is used. A favorite is one sheet of news-print next under the drawsheet over a medium or hard packing. This answers for many jobs.

When halftone and process as well as multicolor solid forms are to be run, more thorough makeready counts. After the form is made ready, test may be made by running through one light-weight sheet of news-print on top of a sheet to be used. If the highlights then print sharp and clean and the middle tones and the near solids firm and strong, the makeready should pass.

When the over-all impressional squeeze is, say, seventy pounds to the square inch, either an excessive squeeze or too much ink must be used with a generally unsatisfactory compromise print, because either the solids or the highlights suffer if the makeready is not graded to the several tones.

The better the distribution, the further the ink can be stretched, and an ample reserve of rider rollers counts heavily in saving ink.

The tintorial value of the ink has an important bearing on its coverage or mileage. A thinner film of a stronger colored ink will answer in matching. It is a mistake to

## APPROVED

*War Time Advertising*

"Any type of advertising that furthers the war effort, helps people to get along with what they have for the duration, educates the public in the use of substitute materials, or maintains the reputation of a firm or product is not only permissible but heartily approved." So say various public and governmental officials.

- Employe Newspapers*
- Instruction booklets*
- Specification Folders*
- Description Inserts*
- Informative Tags*
- Revised Price Lists*
- Patriotic and*
- Inspirational Literature*

These are marked "APPROVED." Let us help with your plans for producing any of the above that you may need.

Paris Printing Co., Kansas City, gets specific

try to match a strong color by carrying an excess of a weaker color, as this leads to mottling, filling, piling, and sticking, and is often a cause of picking. It is better to use a stronger color or strengthen the one at hand with a toner.

The inking system of the press, however well designed, has little usefulness unless the rollers are in good condition and correctly set.

The paper to be printed dominates the problem in many instances. Its nature dictates the choice of screen and ink, and in some cases it is better to print from rubber, in others from metal with a sheet of bakelite as drawsheet.

As a general rule hard papers, including coated, require less ink than softer ones.

One point to watch to simplify makeready, such as is made necessary by bear-off, is to use under-type-high rules, leaders, and so on, or else cut the packing down opposite these punching units of the form.

Inks have a tendency to change from the condition produced by the mulling and shearing action of the mill after being canned. So some printers have small mills or mixers in their pressrooms to restore the dispersion and mixture of pigment and vehicle just before placing ink in the fountain. The fountain is equipped with agitators to maintain the intimate mixture and dispersion during the long run with a noticeable gain in inking quality and a distinct saving in ink cost and lost time for washups.

In many cases an ink ground twice as fine will triple in coverage. This illustrates the advantage of a good inking system on the press, whether the rollers are geared or friction driven. In fine, to hold or regain the distribution obtained by the runs over the ink mill, the inking system must be the best.

A very simple illustration is to print on a platen press a job that requires a fairly ample supply of ink, the first time without vibrator(s) on the form rollers and the second time with the same ink and paper but with the vibrators. The improvement in inking and the saving in ink is noticeable.

With a bakelite drawsheet or with a rubber form ink can be saved and printing improved in appearance on hard, rough papers. The bakelite

crushes the hills to reach the valleys and the rubber stretches down into them.

Often overlooked but of great importance is the thickness of the ink film in matching color, also the tint of the white paper. If a blend of tone is wanted, the toner of a black ink should class in color with the tint of the paper but if contrast of tone is wanted the reverse is true. The hue of a colored ink is directly affected by film thickness according to the under- or the over-tone brought out.

In deepening a colored ink, avoid the use of black which has a muddy effect. Add purple to deepen yellow, burnt sienna hue of brown to deepen blue, and greenish blue (Milori or cyan) to deepen the red. Black is useful but not absolutely necessary in mixing grays.

Bear in mind that some of the synthetic dye colors are much stronger in hue and tinting power than the older pigments. This is true of such pigments as Hansa yellow, reflex blue, and the strong transparent greens, and, of course, these beautiful hues cannot be matched by mixing the older pigments, although many tried it when the modern synthetic colors first came into the print shops.

#### STREAKS ON SMALL OFFSET PRESS

We are enclosing four different sheets from an offset-printed book which we print. We have been having no end of trouble in running this particular job and have had two or three pressmen who have tried to tell us what the difficulty is, but so far we have been unable to solve our problem.

We use a 17 by 22 offset press. We have checked the plates thoroughly and have the platemaker in our shop trying to determine the cause of our difficulties, but, as I say, we still can't locate the trouble.

We seem to continually get a dampener streak which runs the length of the press and which we have indicated on sheet No. 1. Usually the first five or six hundred run perfectly clean and without this streak but after we have run one or two thousand this streak begins to show up.

Right to the left of the spot we have marked, as above noted, we indicated with red marks another spot which, after running a couple thousands, also shows dampener streaks. On sheet No. 2 we have indicated what appears to be a smudge. This also does not appear until after we have run a couple of thousand impressions.

On sheets Nos. 3 and 4 we have merely shown another example of this dampener streak that we are talking about.

It appears that something seems to be hitting too hard on the press but so far we have been unable to locate what this trouble might be.

First, you might carefully examine the thread and stitching of the seam in the molleton covering to ascertain if the holes are uniform. If not, a slight sag may cause uneven dampening and streaks.

The setting of molleton rollers is not as easy as setting the inkers, because the dampening roller gives more and the correct feel or pull on the metal feeler gage is only learned by experience with consideration of the condition of the roller.

Any underlaying of the plate after the manner of letterpress make-ready is not possible on the offset press, as it affects the action of the dampers.

The dampers must be kept clean to function properly.

There are signs that the inking rollers may need attention. The small offset press calls for a nice setting of the plate rollers, because the bearing surface on the plate of these rollers is narrower than the bearing surface of the rollers on the plate of the offset press with cylinder of greater diameter, so you are limited in your roller settings.

You might also examine the side-wise travel of vibrator for tightness, look for weakness in roller frame, and faulty roller lock. The consequent bind in vibrator causes it to slip and drag on the plate rollers, resulting in a streak.

You might also try setting the rollers a bit stronger against vibrator than against plate.

If, after you make sure that the rollers are functioning well, the streaks still show, it is in order to increase the supply of ink to hold correct balance of ink and water.

The water is dominating the ink on all the sample sheets.

Also carefully examine the surface of the blanket which may not be fully functioning because of residue left on it from former jobs.

#### PRINTING ON PERFORATED SHEETS

When printing on sheets already perforated, the feeding is easier, manual or mechanical, if the sheets are winded and rolled out both the long and the short way of the sheet and then jogged up for mechanical feeding. They may be fed from a rolled-out pile more easily by hand, as may sheets of flat stock.

#### TROUBLES OF CHALKY COATING

We are having trouble with a sheet of coated paper which chalks very easily. We have to carry the brush snug against the packing on register color work and we notice that chalk collects on packing from the rear end of the sheet due to the action of the brush. As a consequence we have much grief from specks of coating dropping on the form and printing white once, then filling or piling and printing black or color where not wanted.

A soft ink is recommended and such an ink we use but we feel the basic cause is the chalky coating. Can any corrective be applied short of changing paper?

Since you do not mention picking trouble, the ink is probably soft enough not to remove the coating.

If the ink is not soft enough, softer ones may be had. However, your trouble seems to lie in a chalky coating that cannot stand the friction of a snug brush.

You might try carrying the brush not quite so tight or else carry a card or heavy sheet of paper on the

cylinder bands. If the register suffers from these compromises, the problem resolves into whether it is more important not to change paper or to put up with misregister.

#### WHY NON-MELTABLE ROLLERS

Why the non-meltable roller? Composition used to stand up against speed.

Not the speed of today, which has almost reached the limit with sheet-fed flat-bed presses printing at five thousand impressions an hour and even faster on certain specialty presses, the limit determined by the distance traveled by the bed and cylinder.

The speed of newspaper rotary machines has driven composition rollers from the field.

The non-meltable roller is an improvement in rollermaking which cannot be denied, as an aid to unbroken production which may be halted by running down and melting rollers.

#### PRINTING BOX WRAPS

Thank you for your letter regarding dry offset process. An expert in regular offset last week advised me that he had helped build an experimental machine years ago and that the trouble with such a process lay in transferring the small detail from the metal plate to the rubber blanket and that they were never able to accomplish this.

We are now looking into printing from rubber as a process closely approximating offset lithography, both in quality and cost. We have seen some very attractive color work which was shown us by a rubber engraver. His plates were molded and not hand cut as described in recent issues of *THE INLAND PRINTER*.

It strikes us that 7½ cents a square inch is rather high for these plates. In addition to this, charge will be made for metal cuts from which the rubber plates will be made. One metal plate original is all that is required, of course.

The local field we cater to is extensive and the volume of orders is correspondingly large. So when we finally decide on the method of printing, we will have to make a rather sizable investment in equipment. It will hardly be possible to depend on the engravers for rubber plates and for this reason we may have to make them in our own plant. This will depend, of course, on the cost of platemaking equipment. In this connection, can you tell us who makes the necessary equipment?

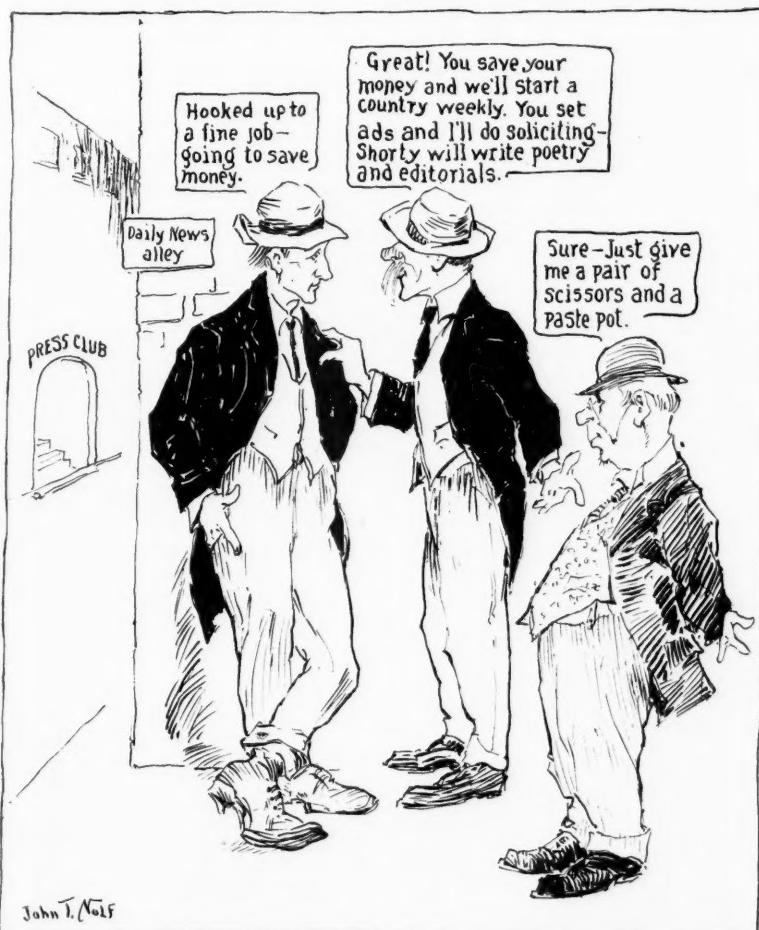
To give you an idea of the size sheet we will run we enclose some box wraps. These will be four to eight on in two or three colors. We will also run rider tickets in gangs of possibly thirty or more in two or three colors and will require close register, as you can understand. These riders are usually run in lots of 250,000 upwards to a million, box wraps from 25,000 to 100,000.

You can see from this if you think that rubber plates will do the job. We do not like offset because we cannot get competent pressmen. Good letterpress pressmen are fairly plentiful.

We will appreciate your frank opinion of what rubber plate printing can do for us. And tell us, too, how long rubber plates will stand up compared with metal ones. We believe we read in *THE INLAND PRINTER* that rubber will last as well as the regulation metal plates. The engraver above referred to claims he can make rubber plates with all the detail that is in the original metal plate.

Molded rubber plates faithfully reproduce detail as fine as the finest type and halftone screens as fine as 100-line to 110-line screen. Even finer screens may be reproduced in rubber but unfortunately the very fine dots will not stand up under impression.

Concerning the quoted cost of rubber plates a square inch when supplied by electrotypers, you may cut this down by making your own.



"In the Days That Wuz"—The Combination Invincible

Cartoon by John T. Nolf, Printer-Artist

You might also look into the cost of making your own stereotype plates which are used in the plants of competitors in your field.

Whether you equip with cylinder or rotary presses depends on the total volume of business you can obtain. Rubber will stand up at least as long as ordinary metal plates such as electrotypes and stereos. Some users claim that rubber plates compare favorably with even chromium-plated stereos and nickelized electros in the number of impressions yielded. We are sending you list of suppliers of both rubber and stereotype platemaking equipment.

Since fine-screen halftones are seldom used on this work, either molded rubber or stereotype plates may be used. Another method is used to produce the work discussed, all steel cylinders for either letterpress or gravure, used on rotary presses, and we are sending you names of suppliers so that you may

have a comprehensive view of the possibilities inherent in the several methods of producing this work.

With the all-steel cylinders it is practicable to use fine-screen half-tones beyond the scope of rubber plates and stereotypes. This would enable you to compete on the best grades of wraps, beyond the scope of stereos and rubber plates.

\* \* \* \*

#### Printing Spurs Publicity

The old-fashioned mimeographed publicity sheets have been discarded by two of the largest of the motion picture studios, R.K.O.-Radio and Warner Brothers, in favor of small streamlined printed brochures.

These printed-on-one-side, single-stitched booklets have the multiple advantages of making it easier for the editorial staffs of newspapers and other periodicals to read the items, reducing what would be several mimeo sheets into a column of type; also of making it possible

for the editorial workers to know exactly how much space a selected news or feature item will occupy; and utilizing "heads" to make the copy attractive, which is virtually lost in the mimeo sheet.

*Rambling Reporter* is the title of the Warner Brothers' brochure and it supplements a drastically reduced volume of mimeo copy. *Copy* is the title of the R.K.O.-Radio publicity release, which has entirely replaced the old style of mailing out bales of mimeo copy.

Printing makes possible an attractive and striking cover, which gives the entire brochure a smart and "handy" appearance to editorial staffs.

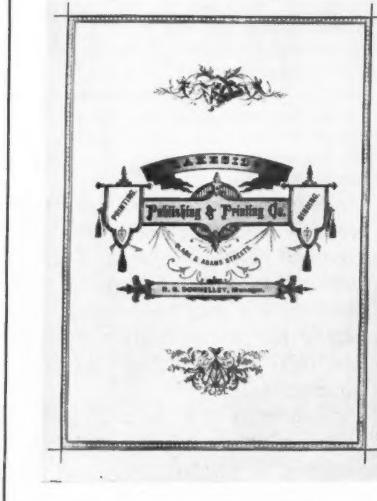
Both studios issue these brochures weekly.

Inside pages are perforated just below the stitch, making it even handier and more tempting to use in plugging holes and supplying fillers at makeup time.

### AN EARLY FOLDER RECALLS PIONEER DAYS OF PRINTING IN CHICAGO

• Reminiscent of early days are these pages from a folder of the Lakeside Printing & Publishing Company, now The Lakeside Press—R. R. Donnelley & Sons Company. The company occupied part of the building at right, at Clark and Adams Streets, Chicago, from 1872 to 1881. Contrast this with the huge plant the company, celebrating seventy-eight years of progress, now operates at 350 East Twenty-second Street, as part of its business.

The folder, 6 by 9 inches, in green, red, black, buff, and gold, announced the completion of the new Lakeside Building, the "most elegant and extensive structure on the continent devoted to Printing . . . unsurpassed in architectural beauty by any of the magnificent business palaces in New Chicago." Nearly \$30,000 worth of new type and machinery had been added, making it "the best appointed establishment in the west, and one of the most complete in the country. All this material is new since the fire, insuring good work. We have eleven of the finest steam presses made, and countless fonts of new type."



# The Month's News

ALL EVENTS ASSOCIATED WITH PRINTING

AND ALLIED INDUSTRIES PUBLISHED IN THIS SECTION. ITEMS FOR PUBLICATION SHOULD REACH US BY THE TWENTIETH OF PRECEDING MONTH

## ANNOUNCE CONVENTION SPEAKERS

Men of international prominence will be among the speakers at the annual convention of the International Association of Printing House Craftsmen to be held in Hotel Peabody, Memphis, Tennessee, August 10 to 12.

As tentatively announced, the program will include addresses by William C. Huebner, who has introduced numerous improvements in the graphic arts; John M. Wolff, Jr., president of Wolff Printing Company, St. Louis, who will appear on the program as the representative of the printing and publishing division of the War Production Board, Washington, D. C.; Louis Traung, recently elected president of the Lithographers National Association, who is president of the Stecher-Traung Lithograph Company of San Francisco; and John J. Deviny, Deputy Public Printer of the United States.

Five clinics to discuss war production problems associated with the execution of orders for war maps, manuals, and other essential printing required for the furtherance of the war effort, will be led by specialists in those departments.

Platemaking—for offset, letterpress, and rotogravure processes—will feature one or more sessions. Another clinic that will attract much attention is that of "New Materials" which will probably be supplemented by an exhibit.

Use of women in various departments of shops in the graphic arts will be discussed in connection with the sessions on management. Typography will attract the men who have the improvement of type faces at heart.

Club management during wartime will be discussed in the Club Management Clinic to be conducted by the educational commission, of which Douglas C. McMurtrie, director of typography of the Ludlow Typograph Company, Chicago, is the chairman. How to plan programs of war interest, how to maintain membership, how to recruit and train officers, and how to increase the prestige of the club in the community as an educational institution, are some of the questions to be considered.

The Memphis committee in charge of plans is urging Craftsmen to register early and to arrange for their railroad transportation in advance of leaving for the convention city.

## LINOTYPE PIONEER DIES

Word has been received from San Diego, California, that John Burger, who helped build the first linotype in 1886, died on February 17. Mr. Burger, a former resident of Providence, Rhode Island, was eighty-one at the time of his death.

## I. T. U. PAYS PRINTING BILLS BUT SKIPS MAY JOURNAL

• BILLS FOR PRINTING the *International Typographical Journal*, about which an item appeared in THE INLAND PRINTER in its May issue, have been paid to the Wisconsin Cuneo Press of Milwaukee, but no edition of the *Typographical Journal* appeared for the month of May. Whether an edition of the publication will appear in June seemingly depends upon how the differences by and between the members of the executive council of the International are composed, if they are or can be composed.

Announcement of the non-appearance of the May issue of the *Journal* was made in a letter addressed "To the officers and members of Local Unions," a copy of which was published in the *Reporter*, the monthly house-organ of the Chicago Typographical Union. It was from Woodruff Randolph, International secretary-treasurer.

Thomas A. Holland, second vice-president of the I.T.U., in a letter addressed to the editor of THE INLAND PRINTER, commenting upon the story which appeared in the May issue—based wholly upon items which had appeared only in the *Typographical Journal*—wrote:

"THE INLAND PRINTER for May, 1943, carried a news item concerning the non-payment of the *Typographical Journal* printing bills, and quotes excerpts from resolutions adopted by Milwaukee Typographical Union and Milwaukee Mailers Union of some months ago in reference to the delayed payment of certain unauthorized bills in connection with printing and mailing that publication.

"That such resolutions were adopted and circulated is full evidence that a controversy exists. Where there is a controversy there must necessarily be two sides to the question. In this instance, on the one hand, there were the bills in themselves, and on the other hand, the propriety of the said bills was the important issue.

"When in April, 1943, the Wisconsin Cuneo Press was brought to realize that only the I.T.U. executive council can enter into contracts for printing the *Typographical Journal*, and as they held no

such contract approved by the executive council, they ceased printing the *Journal* and accepted payment for all work done up to that time.

"The laws of the International Typographical Union provide that the executive council shall have general supervision over the business of the union and in order to comply with Article XV of the Union's Constitution, the executive council, in August, 1942, directed its secretary-treasurer to obtain estimates for printing the *Journal* from several printers operating in cities within a 300-mile radius of Indianapolis. The I.T.U. secretary-treasurer questioned the right of the council to take such action and placed the matter before the Colorado Springs convention in September, 1942. The convention upheld the executive council's direction. Thereupon bids were obtained and tabulated by the secretary-treasurer. The secretary was then instructed to let the contract for printing the *Journal* to the low bidder, although this bidder was not paying the lowest scale to composing- and mailing-room workers.

"No contract has yet been handed to the successful bidder by the I.T.U. secretary as directed by the council; to the contrary, the copy for the May issue was withheld from that firm when returned to Indianapolis by the Cuneo Press.

"It is most regrettable that an issue or issues of the *Journal* will miss publication but there is nothing which prevents its being printed except the obstinacy of the secretary-treasurer."

In his letter addressed to the officers and members of local unions, dated May 7, secretary-treasurer Randolph said in part: "As of this date, not a line of type for the May issue has been set. It should be started in the mail on the sixth of the month. This is due to the fact that copy was returned to me on April 26 because, in order to be paid for printing the last five issues of the *Journal*, the Wisconsin Cuneo Press had to sign an agreement to stop printing under the contract heretofore in effect. President Baker insisted that be done, so he is responsible for the fact that no *Typographical Journal* is being produced. The bills for paper used in these issues of the *Journal* have not been paid to date."

Mr. Randolph referred to cutting down the size of the *Journal*, also to the controversy involving specifications, then continued:

"Your secretary-treasurer refused last fall to contract for a larger *Journal* as provided in specifications drawn last summer because the membership had

## THE PLASTIC IS TOPS!

• In the article about plastic plates beginning on Page 34, the arrangement of the types of plates is as follows: Top of page, plastic. Center, original halftone. Bottom, a nickeltype. Did you guess right?

defeated the proposal to increase per capita tax enough to pay for a larger *Journal*. He cut the *Journal* down to meet specific revenue paid by each member for it. Again the members refused more revenue as proposed by the executive council's specific assessment proposition. The *Journal* was kept small. The Oakland proposition for more *Journal* revenue is not meeting with sufficient favor to indicate a vote thereon or passage by the members."

Mr. Randolph mentioned that his performance of duties as secretary-treasurer of the union have been interfered with by the other members of the executive council.

#### NEW YORK EMPLOYERS ELECT

H. Wayne Oakley, of Pandick Press, was elected president of the New York Employing Printers Association to succeed Benjamin Pakula, at the annual meeting of the association, May 24.

John Erhardt was reelected a vice-president, and Daniel A. McVicker and Charles E. Schatvet became new vice-presidents. Donald Campbell was reelected secretary, and Jacques Pollack was elected treasurer.

A. E. Giegengack, Public Printer of the United States, was presented with a certificate of honorary membership in the association, in recognition of his distinguished service to the industry.

#### MAINTAIN QUARTER-CENTURY CLUB

The Paper Manufacturers Company of Philadelphia has an organization among its personnel called the "Quarter-Century Club" whose membership now consists of sixteen persons who have been in the employ of the company for over twenty-five years.

As employees reach the quarter-century mark they automatically become members of the organization. Miss Nellie M. Glynn, secretary of the company, has been with the company for thirty-eight years and Frank W. Coar, treasurer, has served thirty-five years.

#### PRINTS OVERSEAS HOUSE-ORGAN

Because the Postmaster General has ruled that no employee house-organ weighing over two ounces may be sent overseas to men in the armed services, the editors of the house-organ *News and Views* of the Caterpillar Tractor Company, Peoria, Illinois, are printing an "overseas edition" for approximately 3,000 employees serving under the colors.

The regular edition of the paper is printed 9½ by 12½ inches, has twenty pages, and is distributed among the 17,000 employees of the company.

The edition sent to the men in the armed forces is a reproduction of the original edition obtained by the lithographic process, and is 7 by 9½ inches in size.

Printed on thin paper, this reduced size of the periodical weighs only 1½ ounces including the mailing envelope.

Ralph H. Lewis, editor of the house-organ, has expressed his opinion that the Caterpillar Tractor Company "is one of the first companies to print an overseas edition of its publication."

#### APPRECIATE PRINTING PRODUCTS

Products of the printing press are being more widely read than before the war, according to figures publicized by N. W. Ayer and Sons, in connection with the issuance of its 1943 directory of newspapers and periodicals.

Magazine reading is represented by the circulation figure of 185,887,761 for the year 1942, as compared with the figure of 158,893,330 in 1941, an increase of 26,994,431.

General magazines gained 7,395,699; technical periodicals went up 5,477,311; pulp magazines increased 3,045,488 and

movie magazines, 1,786,131. The gain in circulation of specialized magazines not included in other classifications aggregated 6,099,497.

Aggregate circulations in the several classifications as reported were: general, 75,859,492; pulp, 32,321,219; technical, 24,673,376; trade, 21,497,502; movie, 6,909,789; all others, 24,626,283.

#### STEPHEN G. ROSZELLE

Stephen G. Roszelle, a former secretary of the Employing Printers Association, of Savannah, Georgia, who served an apprenticeship in the plant

## Kaufmann's for "Everything under the Sun" . . . and then Some

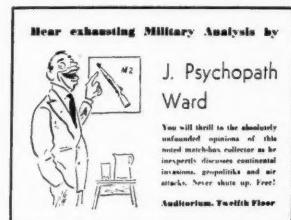
We wish we had JUST RECEIVED a shipment of

### Wireless Refrigerators

Skilled, trained soldiers removed every electric wire and attachment from these appliances. They can be easily transported, fail to operate on AC or DC current. Intricate, baffling short wave radio attachment takes in and utilizes cold air from spacy stores, freezing remarks from relatives, icy locks of doors. Kaufmann's Seventh Floor

**\$3.59**

Learn How to build refrigerators from old stove pipes and bottle corks. We have passing plans designed by A. Whacky Jergie. Seventh Floor



for Income Tax Evaders

**\$30**

Handcrafted by master safe crackers of reclaimed burglar sacks. Lasting fit and distinction assured, even if you get a twenty-year stretch. Worn and recommended by well-known inmates of Sing Sing, used to make von the fashion leader of the Easter lock-step. Secret pocket for files and tobacco. Kaufmann's — The Store for Men since 1870 — Second Floor

Keep your wife's mouth shut with these Chlorofrom

**Necklaces — \$2.00**

Designed to simulate strings of pearls, release strong chloroform fumes when worn. One sniff and she'll be out like a lamp. On our First Floor

Our chrome-colored glasses make all food look like Butter — **69¢**

The scientifically ground, especially shaped lenses of these remarkable glasses give all food the appearance of being buttered. Some stuff! Decide

Sheer as cobweb—in fact they really are

### Spider Web Hose

**98c per**

Our experts almost went nuts trying to replace nylon and silk with a fine, washable material for hose. We finally contacted a spider named George to make the stockings from real cobwebs, and fired the experts. Shades of forest-hued, giddy green. First Floor

Laundering Instructions: Don't. Don't even try to forget about it!



Have our Hollywood expert add one of these rigid assets on to your own individual measurements. Double plastic prevents sitting or sleeping, but it is so chic! Sixth Floor

These too, too dazzling gowns are easily removed by blouse.

What wonders were for sale at Kaufmann's department store in Pittsburgh, Pennsylvania—and then the reader woke up and found that someone was April Fooling him. As a stunt, the above full-page newspaper ad, set up by Edwin H. Stuart, and printed in Pittsburgh papers on April 1, probably was worth every dollar it cost to put it across. Another column at the left advertised worn out blouses for blackouts, dunce hats for hoarders, shoes painted on your feet (complete with callous pads), paper-mache vacuum cleaners, and a note at the bottom that gave correct information on store hours

of the Henry O. Shepard Company, and as a lad helped to produce THE INLAND PRINTER, died at Wauchula, Florida, April 29.

He was born in Lexington, Kentucky, April 19, 1877, and after quitting the Shepard plant in Chicago served as foreman and superintendent in various plants. He was connected in a sales-managerial capacity with Long-Johnson Company, Jackson, Tennessee, and wrote on the subject of salesmanship for THE INLAND PRINTER, some years ago.

He retired, two years ago, and in October, 1942, moved to Florida to improve his health. He is survived by his widow, Bernice I. Roszelle, three sons—all of them in the armed services of the United States, and three daughters.

#### HONOR E. W. PALMER

E. W. Palmer, president of The Kingsport Press, Kingsport, Tennessee, has been named a member of the national committee to signalize Benjamin Franklin's continuing contribution to American civilization. The committee was organized by the Franklin Institute, of Philadelphia.

William M. Vermilye, chairman of the committee, in his announcement, said that Mr. Palmer has accepted the appointment as a representative of the printing industry. Every type of activity in which Franklin was engaged during his lifetime, is represented on the committee by some outstanding leader, and the appointment of Mr. Palmer is a recognition of the fact that Mr. Franklin is regarded as "the patron saint of the printing industry."

#### EDWARD SOUTHWORTH

Edward Southworth, who joined the Southworth Paper Company in 1913, at West Springfield, died at Springfield, Massachusetts, May 17. He was born in 1886, spent his youth in Salem, Ohio, graduated from Kenyon College in that city, studied law at the Cincinnati Law School, practiced at the bar for two years, then became associated with the paper company which had been founded by his grandfather in 1839.

#### MORE JOB PRINTERS

In spite of the manpower shortage, volume of book and job printing is up, as compared with January, 1941. Two thousand more employees this year than in 1941 worked almost a half million hours more each week.

The figures, as given by "Business Week," are as follows: Employment, January, 1941, 131,000; January, 1943, 133,000. Average hours each week, January, 1941, 39.6, January, 1943, 41.8. Average hourly earnings, January, 1941, 81 cents, January, 1943, 90.4 cents.

In the same period, the turnover increased from 5.63 workers out of a hundred to 6.31.

# What's New

In spite of war,

improvements in

the graphic arts field go on, and a few of the more recent are reported here to help you do your job

A NEW ADDITION AGENT for acid copper electrotyping solutions has been developed by three electrotyping foundries in Cleveland. After months of experimentation and over three months of actual use in three different foundries, it has been found that this material makes possible savings of copper as high as 25 per cent in some foundries.

The savings are as follows:

1. The deposited copper is tougher, without brittleness, thus permitting a decrease in shell thickness of at least 25 per cent without reducing the press life of the plate.

2. In spite of the increased tendency toward roughness of the deposit caused by inferior anode material—the deposit is very smooth and of good color.

3. The danger of "burning" of the deposit because of close "stopping off" is lessened because addition agent permits the use of a higher current density without burning.

4. The "treeing" and roughness around the edge of the case is reduced to less than 25 per cent of normal.

Usual methods of analysis and solution compositions may be continued when using addition agent. The use of one pound of addition agent can save at least seventy-five pounds of copper.

For details concerning this new agent, write to J. Homer Winkler, 1501 Superior Avenue, Cleveland, Ohio.

A NEW PLASTIC lithographic plate has been announced by E. I. duPont de Nemours and Company, but all available production is taken by the United States Army. It is hoped by the company that production will be stepped up in the near future so that some of the new plates will become available for use by civilian lithographers.

The new plates are manufactured by The Plastolith Company, of Boston, from polyvinyl alcohol resin, which is made by the Electrochemicals department of the du Pont company. The plates are much lighter in weight than the metal plates now required for offset printing; are as durable as metal plates; and will carry about 25 per cent more ink without smudging. Most of the plates are now used by the U. S. Army's mobile field printing units.

The printing image is produced on the new plate in the same manner as upon the zinc plate now in common use in lithographic plants.

THE INLAND PRINTER referred to the development of another new lithographic plastic plate called the "Lithomat" in October, 1942, issue, page 74.)

SOMETHING NEW has been added to the American Type Founders line of Civilian Defense typecuts. To the year-old line of sixteen different insignia, the recently authorized designs for Christian Chaplain, Jewish Chaplain, Staff, Instructors, U. S. Citizen Service Corps, Forest Fire Fighters, Evacuation Service, Bomb Reconnaissance Agent, and Trainee.

The typecuts are made in 36- and 72-point sizes; in both one and two colors, and are available in the usual ATF Handypack assortments. A folder illustrating the twenty-five insignia will be sent upon request. Write to any ATF branch office, or to the factory at Elizabeth, New Jersey.

STEREOTYPES that reproduce 133-line screen halftones with "remarkable fidelity" are made possible by the use of mats produced by the Burgess Cellulose Company, Freeport, Illinois. Halftones of coarser screens can be made with better results by the new material furnished by the company, which will appeal to newspaper publishers, so the manufacturer claims. A booklet has been published by the manufacturer on the subject of matmaking.

"TRITONE" is the name applied to a three-tone line-cut photoengraving developed by Leroy F. Dyer, proprietor of the Wellesley Engravers, of Wellesley, Massachusetts. The making of a Tritone eliminates laying of benday by an artist or engraver and it is produced directly from the original photograph by the photomechanical process.

No new or special equipment is necessary to produce the engravings which show the highlights, the shadows, and middletones by means of line-cuts. The inventor is planning to make arrangements by which other plants may utilize the new method of making three-tone line-cuts from photographs.

LIFT TRUCKS, INCORPORATED, has announced an improved motorized lift truck with a capacity for handling 5,000 pounds which is easily lifted through a powerful hydraulic ram, and which is moved forward or backward by pressing the patented finger control.

The truck, called by the trade name "Hydrolectric," is equipped with a powerful motor, large battery, rear load wheel drive to insure positive traction, and is of four wheel construction for safety and stability. Its cost of operation for power is said to be nine cents a day.

TO THOSE PRINTERS who have used the various types of adhesives available for mounting copper and zinc plates, and have cursed them roundly when a plate came loose and caused a press smash, the new adhesive being used by Process Color Plate Company, of Chicago, will mean many care-free press hours.

Extensive tests have proved that this adhesive will positively secure the plate to the block so that no amount of pounding and smashing will make it release its grip.

Plates mounted with this adhesive have been soaked overnight in water and in various types of solvents in common use in printing plants, and still stood up for long press runs.

By means of this adhesive, which Process has dubbed "Flush Mounted Pica Plates" it has been possible to trim all plates flush all around, thus simplifying the problem of page makeup.

**PYROPLASTIC INK** which can be used on glass, wood, metal, plastic, or cardboard, and becomes "heat-set" in approximately two or three minutes, at a temperature of 250 degrees Fahrenheit, has been announced by the Bureau of Industrial Chemical Research of Windsor, Ontario, Canada.

The ink is made from a polymerized rubber base and has many of the properties of rubber, having flexibility and resistance to alkalies, acids, and alcohol. It can be heated by infra-red lamps or other heating devices.

The ink is designed for use on hospital equipment such as tubes, bottles, phials, and "these can be sterilized in water at 250 degrees, Fahrenheit, or dipped in alcohol or acids without any effect upon the printing on the articles."

It may also be used on shells, bombs, grenades, and similar projectiles. The ink will withstand any climatic and atmospheric conditions, and salt water spray, "which is essential for projectiles being shipped abroad."

A NEW PLASTIC PLATE material, announced by the printing materials division of Bakelite Corporation, is composed of non-critical materials. It is reported that printing plates molded from the newly announced composition reproduce the originals with "high fidelity, yield excellent printing results, and are durable."

Because the plastic material is lighter than metal, the plates are much easier to handle, store, and ship. Shipping charges are less. The plastic plates are not subject to corrosion, are virtually immune to attack by ink solvents, and are readily curved for adaptation to rotary presses. See Page 34.

#### ELECT OFFICERS BY MAIL

Southeast Missouri Press Association sent a questionnaire to its members with a request for a vote on the issue of whether to hold its annual convention this year. The vote has been announced by C. L. Blanton, Jr., of Sikeston, Missouri, as 32 to 12 in favor of canceling the convention. Consequently, the annual election will be conducted by mail, after which new officers will function.

#### VIEW MIEHLE'S FILM

War problems as related to the lithographic business were discussed at a meeting held in the Building Trades Club, New York City, April 14. Maurice Saunders, chairman of the board of directors of the Lithographers National Association, who presided, gave a brief summary of present conditions concerning manpower and supplies.

the second war loan drive for the lithographic industry in New York City, urged lithographic firms represented at the meeting to purchase war bonds.

Frank Gervasi, war correspondent for Collier's magazine, who was guest of honor, told of some of his experiences with the British Eighth Army in Africa.

Representatives of participating organizations seated at the speakers' table

#### CANADIAN PUBLISHERS ELECT HUNTER PRESIDENT

• PUBLISHERS representing business, agricultural, industrial, financial, and management newspapers and magazines of Canada changed the name of the Canadian National Newspapers and Periodicals Association to the Periodical Press Association of Canada, at their twenty-fourth annual meeting held in Royal York Hotel, Toronto, May 12.

A three-point program of activities for the duration of the war and post-

after he had been president of the Business Newspapers Association.

Four vice-presidents were elected to represent affiliated organizations. They are: K. D. Ewart, of Winnipeg, representing the Agricultural Press Association; A. S. Christie, Montreal, representing the Business Newspapers Association; W. C. Stoval, Toronto, representing the Magazine Publishers Association, and E. G. Salmon, Toronto, representing the Financial and Management Newspapers group. I. D. Carson, of Toronto, is vice-president and secretary.

The three-point program formulated at the meeting is to develop ideas and initiative for the more efficient prosecution of the war; to develop and encourage post-war planning which will be of practical use to business men and women of Canada; and to encourage in all publications the placing of Canadian interests and general prosperity ahead of any sectional interest.

Mr. Hunter stressed the importance of the periodical publishers' fighting for the maintenance of the free enterprise system, declaring that the industrial developments following the conclusion of the present war will be much greater than those which followed the first World War. He said that free enterprise must have the co-operation of both Government and labor, if it is to be practical, and that enterprise must of necessity be unhampered to make the most of scientific, social, and health opportunities.

Mr. Hunter, who graduated from the University of Toronto, in 1903, started that same year with the MacLean Publishing Company as an advertising salesman, and eight years thereafter became its general manager. In 1933, he succeeded Lieutenant-Colonel MacLean as president.



HORACE T. HUNTER

war planning was decided upon and new officers were elected to push the program on a national basis.

Horace T. Hunter, president of the MacLean Publishing Company, Limited, of Toronto, was elected president, succeeding E. R. Milling, general manager of the Consolidated Press, Toronto, who had served two consecutive terms. Mr. Hunter, who is a charter member of the association, served as its president in 1920.

were introduced and commented briefly upon the subjects under consideration at the meeting.

They included, Walter E. Soderstrom, of the National Association of Photo-Lithographers; William Winship of the Young Lithographers Association; Victor Friedman, of the New York Photo-Lithographers Association; W. H. Carey, of the Litho Club of New York, and W. J. Riehl, of the Amalgamated Lithographers.

He was followed by C. R. Titsworth, manager of the New York office of Miehle Printing Press and Manufacturing Company, who showed the film produced by his company, "Printing for Victory." Frederick G. Rudge, of William E. Rudge's Sons, described the Miehle Wartime Library and explained how it could be used to sell printing and lithography.

Edward R. Kresy, of Consolidated Lithographing Company, chairman of

#### AWARDED WHITE STAR

A white star, symbolic of continued excellence in the production of war equipment, has been placed upon the "E" flag of the Mergenthaler Linotype Company, in accordance with the notification received by the company from Robert P. Patterson, Under-Secretary of the War Department.

"The White Star, which the renewal adds to your Army-Navy production award flag, is the symbol of appreciation from the armed forces for your continued and determined effort and patriotism," was the text of part of Mr. Patterson's letter.

#### ARRANGE TOUR FOR OFFSET BOOKS

Sponsors of the 90 Books by Offset, which were exhibited at the Town Hall Club, New York City, from March 29 to April 10, have made arrangements for their showing in other cities. A catalog has been issued for the information of the visitors to the exhibit giving a brief history and description of lithography by the stone process, and the newer development of offset printing which came into being about 1900.

The titles of the ninety books on exhibition, and other data concerning them, also appear in the catalog, besides a history of the movement to feature the fact that case-bound books are produced by the offset printing process.

The sponsors of the exhibition are American Type Founders; Harris-Seybold-Potter Company, R. Hoe & Co.; Amalgamated Lithographers of America; Lithographers National Association, and the National Association of Photo-Lithographers. The American Institute of Graphic Arts cooperated in arranging for the exhibit and will arrange for the routing of the books on tour to be shown in leading printing centers of the United States.

Some of the books in the exhibit are reprints from originals which had been done by letterpress. A number of them are reprints of books which the United States Army and Navy needed in a hurry for war purposes. Altogether 548 books done by offset were offered for the exhibit, but the judges selected from this number the ninety books which constitute the exhibit to be sent on tour.

#### INTERTYPE EARNINGS DECREASE

Net earnings of \$62,165.28 were reported by the Intertype Corporation for the three months ended March 31, as compared with net of \$102,178.68 for the corresponding period in 1942. The gross profits were listed at \$348,455.87. Selling and administrative expenses were \$151,233.68 and the sum of \$134,000 was set aside for the payment of taxes.

#### DIES AT 99

Had Isaac Male continued life one year longer he would have been 100 years old. He died one day last month at the age of 99, being active in the ruling and bookbinding business as head of Isaac Male & Son, New York City, until three weeks before his death. He established his business in 1890.



## THE GRAPHIC

### \* ARTS IN \*

### WASHINGTON

#### W.P.B.'S PALMER JOINS ARMY

E. W. Palmer, deputy director of the Printing and Publishing Division, War Production Board, has resigned to join the army. The resignation became effective May 22.

On May 25, Mr. Palmer went on duty as a commissioned officer in the Adjutant General's Office, where he will supervise printing and production of all instruction manuals and training materials for the Army Ground Forces.

Mr. Palmer was with the Pulp, Paper, Printing, and Publishing Branch of the W.P.B. from its beginning in 1941, and helped to organize that branch, which later became the Printing and Publishing Division.

Engaged in the book publishing business for the past thirty-eight years, Mr. Palmer came to the W.P.B. from Kingsport, Tennessee, where he had been president of The Kingsport Press since 1925.

#### W.P.B. ASKS HELP OF FARMERS

An appeal has been made to the farmers of America to help the war effort by cutting pulpwood this year. Coming from Donald M. Nelson, the appeal pointed out that pulpwood is of primary importance as the raw material for ammunition containers, food containers, rayon, smokeless powder, and print paper.

"If every one of the more than 3,800,000 farmers in the twenty-seven pulpwood producing states were to devote three extra days in 1943 to cutting of pulpwood, we could overcome the threatened 2,500,000-cord shortage with wood to spare," commented Mr. Nelson.

County agents and state foresters are equipped to advise farmers on proper pulpwood cutting and marketing procedure. Production of pulpwood was recently classed as an essential occupation by the War Manpower Commission.

»»»»»? «««««««

#### Answers to Picture Quiz

Left to right: J. Horace McFarland, president of J. Horace McFarland Company, Harrisburg, Pennsylvania; George Carter, Public Printer of the United States preceding Mr. Giegenack; E. E. Sheldon, director of training for R. R. Donnelley & Sons Co.

#### CHANGES IN PULP DIVISION

A. G. Wakeman, Director of the Pulp and Paper Division, War Production Board, announced several changes in the personnel of the division last month.

John G. Strange resigned as chief of the War Products Development Section of the Division, and will be succeeded by R. J. Zaumeyer, of Neenah, Wisconsin.

Mr. Strange will again take up his duties as secretary of the Institute of Paper Chemistry, Appleton, Wisconsin, but will continue to serve as a consultant to the W.P.B. on the development of some of the forty special paper projects designed to meet war requirements, many of them undertaken with the co-operation of the armed services.

The new section chief, Mr. Zaumeyer, is associated with the Kimberly-Clark Corporation, Neenah, Wisconsin.

Other personnel changes in the section were the resignation of Herman Whitmore, of the Robert Gair Company, New York City, who will be succeeded as deputy chief by R. C. Spencer, of the Lowe Paper Company, Ridgefield, New Jersey; and the resignation of W. H. Swanson, who will resume his activities with Kimberly-Clark.

#### DECENTRALIZE PD-1A PROCESSING

Since May 8, all PD-1A applications involving not more than \$500 worth of material on which priority assistance is requested have been processed in either the district or the regional offices of the War Production Board.

This is in line with the policy of decentralization, and it means that now more than 80 per cent of all PD-1A applications will be processed by field offices of the War Production Board.

#### C.M.P. 5 IS AMENDED

C.M.P. Regulation No. 5, which provides for preference ratings in obtaining maintenance, repair, and operating supplies in certain industries, has been amended, effective May 14.

While a great many other changes were made in the regulation, the chief amendments affecting printers are the changing of the assigned preference rating to AA-2 (formerly AA-2X), the removal of quantity restrictions on supplies ordered by firms using less than \$5,000 a year, and the clarification of the paragraph permitting minor capital additions.

Printers and publishers are still included in Schedule II of the regulation,

and the rating assigned to them for the purchase of maintenance, repair, and operating supplies will henceforth be AA-2.

Provisions of the regulation relating to minor additions of capital machinery were clarified to the extent that a definition is now given that "one complete capital addition not exceeding \$500," means any group of items customarily purchased together. Capital additions may not be subdivided for the purpose of bringing them within the \$500 limit.

The amendment also says that firms using less than \$5,000 in maintenance, repair, and operating supplies during the year are exempt from quantity restrictions contained in the order, which, in other cases, restrict the purchaser from ordering more of such supplies than he bought last year.

Printers who are not familiar with the provisions of this regulation should obtain a copy from the nearest office of the War Production Board.

#### STERLING RESIGNS FROM W.P.B.

After seven months as W.P.B. consultant for the newspaper and publishing industries, Donald J. Sterling resigned last month, to return to his job as managing editor of the *Oregon Journal*, Portland, Oregon.

During Mr. Sterling's term of service with W.P.B., a formula governing the use of print paper was worked out, calling for: 1. No limitation just for the sake of limitation, but merely to meet war needs. 2. No suggestion to any publisher as to how he shall use the paper allotted to him. 3. No discrimination in allocation.

The administration of this formula will be continued by the Printing and Publishing Division, under the direction of H. M. Bitner.

#### U.T.A. SECRETARY JOINS NAVY

Bernard J. Taymans, executive secretary of the U.T.A. with headquarters in Washington, D. C., has resigned to become a lieutenant in the Navy.

Announcement of the resignation, by Raymond Blattenberger, president of the organization, carries with it the information that Otis H. Johnson, former president, and now chairman of the management committee, has assumed active executive management of the U.T.A., until such time as a secretary-manager shall be appointed.

Mr. Taymans became associated with the U.T.A. while Donald Rein was serving as executive vice-president. He was appointed executive secretary following the resignation of Mr. Rein.

#### GIVES REPORT ON ADVERTISING

Dollar volume of advertising showed only a decrease of 5.2 per cent during 1942 as compared with volume of 1941, so Dr. L. D. H. Weld, director of research for McCann-Erickson, reported in *Printers Ink*. The total investment in advertising during 1942, according to Weld's statistics, was \$1,820,000,000, which is \$100,000,000 less than that invested in 1941.

#### AWARDED IPI ESSAY PRIZES

First prize of \$250 was awarded to seventeen-year-old Peter Johnson, of the New York School of Printing, in the North American Division of the seventh annual essay contest of the International Printing Ink division of the Interchemical Corporation. His subject was "Printing, A Powerful Weapon of Understanding."

Mary Gochanour, of Streator Township High School, Streator, Illinois,

was declared to be the winner of the second prize of \$100. The title of her essay was "Printing—The Bulwark of Democracy."

The next three winners of prizes are Leland Watkins, of the Whiting Senior High School, Whiting, Indiana; Stanley White, of Murphy Junior High School, Atlanta, Georgia; Abe Itkin, of the Edison and Industrial High School, Rochester, New York.

Harry L. Gage, vice-president of the Mergenthaler Linotype Company, served as chairman of the jury of awards. Other members were John Erskine, author; H. Napier Moore, editor of Maclean's publications in Canada; Laurence B. Siegfried, university printer of Syracuse University, and Frederick E. Hasler, president of the Continental Bank and Trust Company, and of the New York Chamber of Commerce.

#### BUSINESS PAPERS PICK BEST ADS

In the Chicago Business Papers Association's first annual competition for the best use of business paper advertising in 1942, the campaign of Hercules Powder Company, Wilmington, Delaware, was given the highest award.

This competition, which was established by the association last year to encourage a more intelligent use of space in business papers, brought entries from a large number of the leading advertisers and their agencies.

The campaigns were graded on their adequate use of space, effective copy and illustrations, and proper integration with sales and sales promotion.

The presentation was made to Theodore Marvin, Hercules advertising manager, at a joint meeting of the business papers association with the Chicago Federated Advertising Club.

Twelve other awards were presented to the advertisers chosen by the jury of seven top-notch advertising managers.

#### UNIVERSITY TRAINS PRINTERS

Twelve students were given training by the journalism department of Butler University, Indianapolis, Indiana, in the mechanics of newspaper operation, in a concentrated seven-weeks course, from April 8 to May 28.

The course, planned in order to help Indiana publishers meet wartime labor shortages, included instruction and practice in the operation and maintenance of mechanical equipment, hand composition and makeup, advertising fundamentals, ad makeup, proofreading, stereotype casting, news writing, newspaper makeup and bookkeeping.

#### ISSUE BOOKLET ON COLOR

Some of the scientific aspects of color are published in a booklet issued by the General Printing Ink Corporation, copies of which are available for the asking. On the center spread is an illustration showing visible colors and the part they occupy in the electromagnetic spectrum. Infra-red and ultraviolet rays are described, and the relative positions of X-rays, Gamma rays, and cosmic rays are indicated in a diagram.

## PLANS ADJUSTMENT PROCEDURE

Plans for the conversion of wartime activities of manufacturing plants to peacetime pursuits after the conclusion of the war with no loss of time, are being considered by the Midwestern Conference of the Controllers Institute of America, as a result of an address given before that body by George S. Dively, secretary-treasurer of the Harris-Seybold-Potter Company, of Cleveland.

Mr. Dively has worked out a proposed plan of policies and procedures to provide for a quick clearance of claims which might result from the cessation of hostilities and the consequent cancellation of war contracts. The plan also provides for the quick settlement of claims resulting from change of contracts during the war.

In his estimates, Mr. Dively has pointed out that it is reasonable to assume that at least twenty-five billion dollars worth of contracts may be canceled at the close of the present war, and another similar amount terminated or changed during the progress of the war. His argument is that with a procedure agreed upon, in advance, for the quick adjustment of claims, the affected concerns can prevent having their working capital tied up unnecessarily, and waste no time in retooling.

## STITCHING WIRE RESTRICTED

In spite of the voluntary savings that have been made in the use of stitching wire by printers and trade binderies, it has become necessary to further restrict this item, and the War Production Board has issued order L-291 to that effect.

Chief provisions of the order, which became effective May 25, follow:

No person may employ *any* stitching wire for the commercial binding of printed matter or blank paper of less than twelve pages.

In the case of side-stitched books of more than twelve pages, only one stitch is to be used unless the piece exceeds one-half inch in thickness, and eight inches along the binding edge, in which case two stitches may be used.

In the case of saddle-stitching, two stitches may be used whenever the binding edge exceeds 10½ inches, and the contents is thirty-two or more pages.

Certain bound books, manuals, work books, *et cetera*, are restricted to 70 percent of last year's use.

Calendar pads and memorandum pads are also restricted, but paper-board containers, match-folders, and tea bags are exempt from the order.

Write to your nearest W.P.B. office for a copy of the order.

## NEW BOOK OF MONO FACES

A new booklet, which shows all of the display faces available on the monotype, has just been published by the Lanston Monotype Machine Company, Philadelphia, Pennsylvania.

The booklet comprises twenty-six pages of one-line specimens of all display faces cut for the monotype, both hand-set and machine-set, and a handy index.

Besides the specimens, there is a short description of the monotype machines used for casting these display sizes.

A copy of the booklet will be sent to any printer who asks for it on the letterhead of the firm with which he is associated.

## WANT MANPOWER MAINTAINED

Two actions have been taken by printers and lithographers of St. Louis to meet the problem of maintaining a standard of production to enable them to continue operation.

One action is represented by the issuance of a circular printed in red ink titled, "Warning," and urges printers to refrain from "stealing" employees from each other.

"If you steal a man from another printer he will retaliate on you and others and start a 'forest fire' that nobody can stop," is one of the statements in the circular. "No permanent good can be gained."

Another action was expressed by the Associated Printers and Lithographers of the city by sending telegrams to United States senators and congressmen requesting that the printing industry be placed on an "essential-rating" basis because it is in danger of destruction by loss of manpower.

"The printing industry merits essential industry consideration, as it is indispensable to operation of the national war organization and functioning of war economy as well as of the Government," is part of the message. "The entire system of communications depends upon printing, and unless something is done quickly to hold necessary manpower for the industry, production facilities will become so demoralized that the industry will not be able to continue effectively."

All printers have been urged to wire, or to otherwise communicate with, the representatives and other Government officials to induce them to declare the printing industry essential.

## STUDENTS GIVE AMBULANCE

Students of the New York School of Printing contributed an ambulance to the United States Army in ceremonies in front of the General Post Office building in New York City at which Mayor La Guardia represented the students. The ambulance was accepted on behalf of the army by Lieutenant Phelps Phelps.

J. Henry Holloway, principal of the school, announced that the 1,200 students had also contributed \$200 to the Greater New York Fund, and handed the mayor a check for that amount. Joseph McKenna, a student, participated in the ceremony by stating that the students had purchased \$84,000 worth of war bonds and stamps thus far since the war started.

## RELEASING CRITICAL METAL

What with priorities freezing scarce metals necessary for making of blank books, the Capital City Bindery, of Salem, Oregon, found itself very rapidly being driven out of the business of making blank books for city, county, and state records.

To overcome this difficulty, the bindery sold the public agencies on the idea of permanently binding the older records, thereby releasing the blank books for use in filing the more recent records.

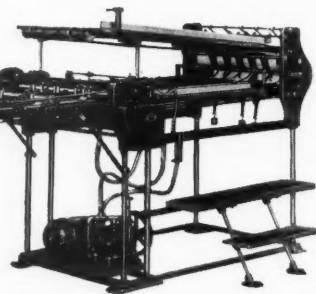
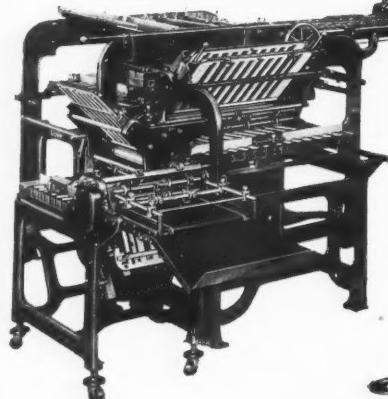


"Seems Like Yesterday," by C. Kessler, was copyrighted by Consolidated News Features, New York

# *The* BINDERY TRIO

NOW is the time to learn of the Extra Earning Power and Production

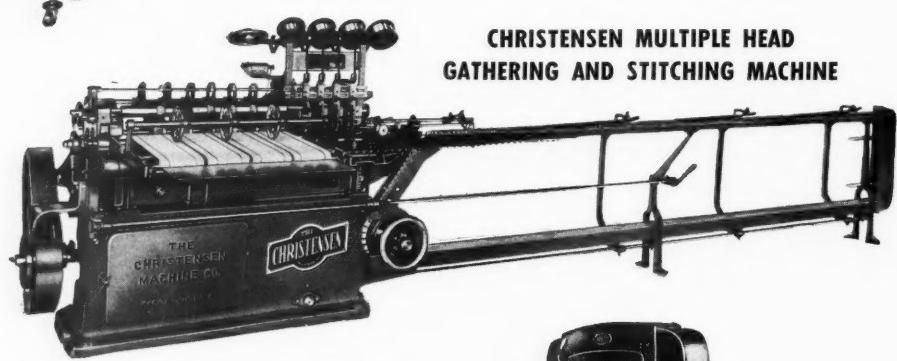
CLEVELAND MODEL "DOUBLE-M"  
FOLDING MACHINE



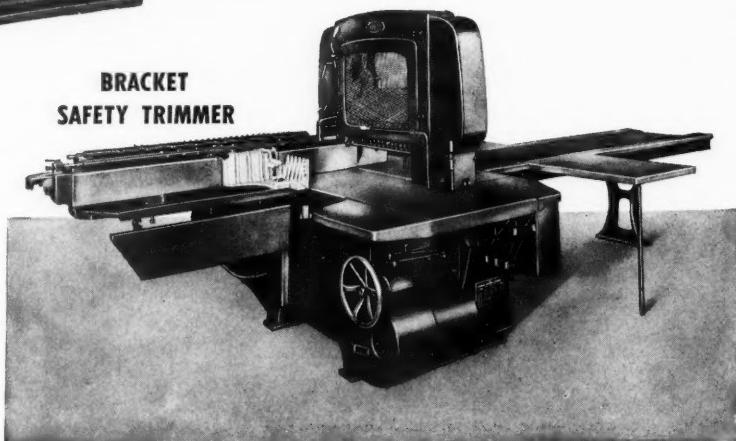
of this Modern Equipment for handling your  
**FOLDING, INSERTING,  
STITCHING, TRIMMING,**  
singly or in gangs of  
two or more up.

SHEET SIZES  
Maximum Right Angle 28 x 44"  
Maximum Parallel . . 28 x 58"  
Minimum Sheet . . 5 x 7"  
Eleven Fold Plates

CHRISTENSEN MULTIPLE HEAD  
GATHERING AND STITCHING MACHINE



BRACKET  
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Planning your folding and binding work on this Modern Binding Unit gives you every advantage.

- Highest Production
- Lowest Operating Costs
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- Widest Folding Range
- Best Quality
- Quickest Deliveries

Ask for literature on any one or all three of these machines.  
Deliveries, of course, are subject to wartime restrictions.

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New York • Chicago • Cleveland  
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# ★ ★ A LIVE GIVE-AWAY ★ ★



This sturdy U.S.E. War Ration Book Envelope featuring a "Canned Goods Contents Table" fits neatly with a timely topic. Local business houses—grocers and others—will appreciate its lively good-will-building value with their name and advertising message imprinted in the reserved space. You sell, print and profit—a result habitually associated with U.S.E. Envelopes keyed to the need.

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*General Offices, Springfield, Massachusetts*

13 Manufacturing Divisions . . . . . 5 Sales-Service Offices

**U.S.E envelopes**



ESSENTIAL COURIERS IN WAR AND PEACE

Makers of ENVELOPES • WRITING PAPERS • LINWEAVE PAPERS • NOTE BOOKS • TRANSPARENT CONTAINERS • WAR PRODUCT PACKAGING • PAPER DRINKING CUPS • TOILET TISSUE • PAPER TOWELS

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

CANNED FOODS CONTENTS TABLE		Approximate Capacity of Cups	Usual Can Size
Can Grossing for Rationing	Can Netting for Rationing		
10 oz.	6 oz.	9 to 1½ cups	
10 oz.	10 oz.	12 to 1½ cups	
10 oz.	11 oz.	13 to 1½ cups	
1 lb.	2 oz.	1½ to 2½ cups	Baby Foods
1 lb.	6 oz.	2½ to 3½ cups	No. 1 Pint
1 lb.	11 oz.	3½ to 4½ cups	No. 1 Tall
2 lbs.	4 oz.	4 to 5½ cups	No. 2
2 lbs.	8 oz.	6 to 8½ cups	No. 2½
2 lbs.	12 oz.	8 to 10½ cups	No. 3
3 lbs.	4 oz.	6 to 8½ cups	
3 lbs.	8 oz.	8 to 10½ cups	No. 3 Tall
3 lbs.	12 oz.	10 to 12½ cups	
4 lbs.	16 oz.	12 to 15½ cups	
4 lbs.	20 oz.	14 to 18½ cups	
5 lbs.	24 oz.	16 to 20½ cups	
6 lbs.	32 oz.	18 to 24½ cups	
8 lbs.	48 oz.	24 to 32½ cups	
10 lbs.	64 oz.	30 to 40½ cups	
12 lbs.	72 oz.	36 to 48½ cups	

If contents named on the label are above in bold, measure contents to above weight by use of the following:

1 Fluid ounce equals 1 ounce.  
1 Pint equals 1 Pound.  
1 Quart equals 2 Pounds.



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from idea to finished form with  
stratoliner speed and smoothness  
. . . that is the function of **SUPERIOR'S**  
**5-Phase Production Plan.**

Artwork . . . Photography . . . Photo-retouching  
. . . Composition . . . Engraving  
. . . all closely co-ordinated under one  
roof. For "on the beam" service,  
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When you PREPRINT you get maximum output from production presses.

There is nothing complicated about preprinting. You can prove its worth for yourself---and you can start NOW.

Your present proof press, if it takes a cylinder packing and is in good shape, is enough equipment to start you off. Put on a new packing and bring it up to give you a light impression on a type high form. Your rollers should be in good condition and properly set.

Pick out one of your precision minded men to handle your PREPRINT work. Have him square every plate and bring it to good printing

height, if he has to sandpaper some down by hand, and underlay the others. A plate gauge will help. A block leveller will speed up the work. If inside correction is impractical, send it out to the engraver or electrotyper for correction.

Make accurate proofs of type that comes from the machines---and check frequently with type gauge if available.

Check every form carefully and accurately. Use the equipment you have. The thing to do is to start---and go as far as you can to save expensive production press makeready time. You will get more from your presses and add to your profits.

**VANDERCOOK**

PROOF PRESSES • BLOCK LEVELLERS • HACKER GAUGES

VANDERCOOK & SONS, Main Office and Plant, 900 North Kilpatrick Avenue, Chicago, Ill.  
Eastern Branch: 216 East 45th Street, New York      Canada: Sears Limited, Toronto



## *Let's Keep The Edge We've Got!*

 Allied Fighting Men have given us the Edge. Axis armies are on the defensive. Such is the news from many fronts. To us, on the Home Front, it means more BOMBS and BONDS to drive that Edge to VICTORY!

Goss is honored to share in National War Production knowing full well that this is the only return road to the free "American Way"—and the right to manufacture Printing Presses.

THE GOSS PRINTING PRESS CO., Chicago, Illinois

# GOSS

NEW YORK

SAN FRANCISCO

LONDON, ENGLAND



# It's *GREAT* to Feel Secure

There was never a time in the history of America . . . or the world, for that matter . . . when the average man so valued a feeling of security. Well, in these uncertain days, who can tell? But there is one security still available to those of us who are printers, buyers or creators of advertising. That is Buckeye Cover, always a tower of strength and a blanket of protection in the printing office. Superior quality, great prestige, fine printing qualities and unusual uniformity combine to give the printer a feeling of security when he uses it. Customers, too, quit worrying when they specify Buckeye Cover. They know it's reliable.

**THE BECKETT PAPER COMPANY**

*Makers of Good Paper in Hamilton, Ohio, Since 1848*

*For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"*

# Picked for the Job!



## U. S. MARINES . . . Give 'em Odds and Win

"Leatherneck" they call him—leather tough in lungs, nerves, muscles. Smart and lightning quick, too—facing odds boldly—like a middleweight taking the measure of a giant in the ring.

Always first to see action, your Marine effects a landing with all hell blazing in his teeth. Breaches the unbreachable to clean out batteries . . . scales the unscalable to mop up guerrillas. No wonder the American Marine has to be picked off the top of the Nation's barrel.

Printers pick SPRINGHILL TAG because it is a 100% bleached sulphate surface-sized paper that can everlastingly take it—printed, typed, or written—for index dividers, tags, charts, schedule cards.

Do your job, too.  
Buy More War Bonds

**INTERNATIONAL PAPER COMPANY**  
220 East 42nd Street • New York, N. Y.  
**PAPERS FOR PRINTING AND CONVERTING**



*Look for Neenah in the watermark*

# NEENAH

## FINE RAG PAPERS FOR EVERY BUSINESS NEED



NEENAH PAPER COMPANY • NEENAH, WIS.



A BROCK and RANKIN Binding shows at a glance that the book or catalog merits immediate attention because it is attractive and well made. For more than fifty years printers and publishers have relied on BROCK and RANKIN for correct bindings.

**BROCK and RANKIN**  
*Book and Catalog Binding  
for More Than 50 Years*

619 South La Salle Street • Chicago



### Precision PAPER KNIVES

- 1** Perfected .002" concave bevel—making for extra sharpness without weakening edge.
- 2** "Straight as a die" trimming—less than .001" variance throughout length of cut.
- 3** Heat-treated by a special SWW process to combine hardness with toughness—to give maximum number of cuts between grindings.
- 4** Furnished as standard equipment on many of America's finest Paper Trimming Machines for more than 60 years.

*For Quotations Write*

**SIMONDS WORDEN WHITE CO.**

604 NEGLY PLACE • DAYTON, OHIO

Insp  
tions for

## Your Contribution to Victory!

Here are the inspirations that you have been seeking!  
Here is a bomb-burst of incendiary sparks  
that will fire your imagination!

Here is the secret weapon for you who desire  
means of contributing to Victory, on the home front!

Westvaco Inspirations for Printers number 141,  
(the "Contribute to Victory" issue),  
presents a brilliant "parade" of ideas!  
Ideas to inspire you to be of greater service!  
Ideas with which you can inspire others to be  
of greater service in speeding United Nations' Victory,  
by means of Printing!

The layouts in this scintillating issue have been  
contributed by three top-ranking art directors of the O.W.I.,  
Tobias Moss, Bradbury Thompson and Nelson Gruppo,  
and four internationally famed designers, M. F. Agha,  
E. McKnight Kauffer, Alexey Brodovitch and George Guisti.

These seven experts have created vibrant pictorial pages  
with words that sing a martial song you'll understand!

Ask your Printer to send you a copy  
of this timely publication this very minute!  
Today it is Westvaco Inspirations for Printers number 141.  
Years hence it will be a rare bit of printed Americana.  
It was made for You...and for Victory!  
It is yours for the asking.

**West Virginia Pulp and Paper Company**  
New York, Chicago, Philadelphia, San Francisco

Inspirations for Printers number 141

# WESTWOOD

Parade, by Doris Lee



**There Are ADVANTAGES To Being THIN!**



Take your office "paper work", for example.

Crisp, thin Millers Falls and Gibraltar ONION SKIN can make mole-hills out of mountains of correspondence and reports and office forms.

The wise use of thin papers can take the bulges out of over-stuffed filing cases. They can produce up to 16 legible copies in one typing, saving many valuable woman-hours. They can cut your postage budget, especially on air-mail letters and reports.

We are a bit over-stuffed ourselves with orders from Uncle Sam right now. There sometimes are delays if you want our popular Millers Falls and Gibraltar Onion Skins. We're sorry. We're doing our best.

But use more of some kind of thin paper, anyway. You'll notice the difference in office efficiency at once.



\*  
Would you like a Millers Falls Onion Skin (25% Rag) or a Gibraltar Onion Skin (100% Rag) SAMPLE BOOK?

MILLERS FALLS PAPER COMPANY  
MILLERS FALLS, MASSACHUSETTS

## AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED  
SOLD BY ALL DEALERS

AMERICAN STEEL CHASE COMPANY  
31-31 Forty-Eighth Avenue, Long Island City, New York

## ROTARY PRESSES

for Lithographers, Printers, Newspaper Publishers. Also Presses  
for Folding Box Manufacturers. Tell Us Your Requirements

WALTER SCOTT & CO., INC., PLAINFIELD, N. J.

# ROSBACK

• Hi-Pro Paper Drills, Rotary Round Hole and Slot Hole Perforators, Snap-Out Perforators, Power and Foot-Power Vertical Perforators, Hand Perforators, Power and Foot-Power Punching Machines, and Gang Stitchers.

### F. P. ROSBACK COMPANY

Largest Perforator Factory in the World  
BENTON HARBOR, MICHIGAN



ACCURATE composing room tools give maximum production from every man-hour. Write for catalog of ROUSE Time-Saving equipment.  
2218 NORTH WAYNE AVENUE, CHICAGO, ILLINOIS

To Keep 'em Flying! Buy War Bonds!

## RAISED PRINTING COMPOUNDS

### INKS, MACHINERY (HAND AND AUTOMATIC)

25 Years' Experience at Your Service.

### THE EMBOSSEOGRAPH PROCESS CO., INC.

251 WILLIAM ST., NEW YORK, N. Y.

## INKS

FOR SHARP IMPRESSIONS  
In Litho-Offset and Printing  
FOR METAL DECORATING

Get Varnishes and Dryers, too, from Gaetjens, Berger & Wirth, Inc.  
35 YORK ST., BROOKLYN, N. Y. • 528 S. CLARK ST., CHICAGO

miller

... for modern pressrooms

MILLER PRINTING MACHINERY CO., PITTSBURGH, PA.

This  
is the Answer



The Munising Pak • a sturdy one-piece container • space for your label which is there at re-order time • it saves time • eliminates waste... Convenient • Compact • Clean • easy-to-open • and easy-to-close. Your customers will like it.

The Munising Paper Co.  
135 S. La Salle St., Chicago

THIS IS THE Sheet

White



The AAA buy for letterheads and forms

Watermarked  
Caslon Bond

Accurate  
Mill Cut  
8 1/2 x 11

THIS IS THE Box

Contains 500 plus sheets... fit the desk drawer and stockroom shelves... has utility value when empty...

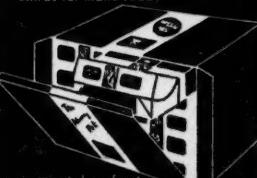
\* extras for make-ready



Reversible label (in slot) carries your name

THIS IS THE Pak

Contains 10 boxes, a total of 5000 plus sheets.\* The Pak makes a dust-proof delivery or storage unit... \* extras for make-ready



convenient drop front

Buy as a UNIT • Sell as a UNIT • Caslon Bond PACKAGED Printing

# Masterline

PAPERS FOR BUSINESS

*Permanence, Character, Beauty  
in these All-Rag and Rag-Content Papers*

ANNIVERSARY BOND  
SINCERITY BOND OLD BADGER BOND  
ENGLISH BOND NEW ERA BOND  
MASTERLINE OPAQUE BOND  
RIGHT OF WAY BOND DICTATION BOND

LEDGERS  
ONION SKINS  
MANUSCRIPT COVER

*The Right Paper for the Job  
is a Masterline Paper*

FOX RIVER PAPER CORPORATION  
APPLETON WISCONSIN

# BETTER WORK *and* MORE OF IT!



The correct  
oil film  
to each  
individual  
bearing...  
*automatically*

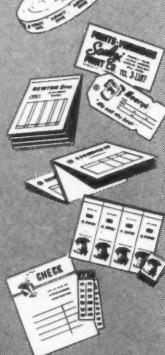
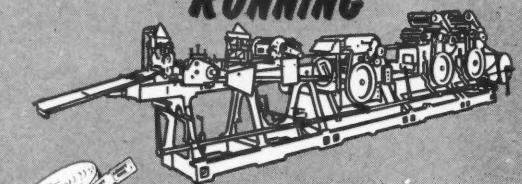
**BIJUR**  
AUTOMATICALLY *Correct* LUBRICATION

• No time out for oiling! Adds three weeks of productive running-time per year. Fewer shutdowns . . . less maintenance. Bijur automatic lubricating equipment increases machine life and efficiency; reduces operating cost. A "closed" system, with no drip or drainage, it prevents spoilage of work from oil contact, eliminates oil waste and decreases accident hazards. Specify your new machines BIJUR-EQUIPPED . . . insure quality plus quantity output—with lower production cost. Protect your investment.

BIJUR LUBRICATING CORPORATION  
LONG ISLAND CITY NEW YORK

1108

## TO KEEP NEW ERA PRESSES RUNNING



Take care of your New Era presses and they will operate at continuous high speed for many years. If you should need repair parts, we can still supply you from our comprehensive stock. Or we'll machine special parts for you in a hurry. This service to you does not in any way lessen our war production quota.

Are you planning to expand your press facilities after the war? If so, write us now. As soon as manufacturing is permitted, we'll confirm your order and give it preference based on date of receipt.

**NEW ERA**  
MULTI-PROCESS PRESS

3014

When Writing These Advertisers, Please Mention THE INLAND PRINTER

## KIMBLE CUSTOM-BUILT MOTORS

THEIR SUPREMACY IN THE GRAPHIC ARTS IS FIRMLY ESTABLISHED BY NEARLY FORTY YEARS OF SPECIALIZATION



## KIMBLE ELECTRIC

*Division of Michle Printing Press & Mfg. Co.*

2005 WEST HASTINGS STREET  
CHICAGO, ILLINOIS  
DISTRIBUTED BY: AMERICAN TYPE FOUNDERS



You Can Do a Better  
Job with CHALLENGE  
IRON FURNITURE

...and faster with  
less make-up time  
lost and lower spoilage  
and labor cost.

CHALLENGE Labor-Saving IRON FURNITURE is light . . . crossed braced. It's calibrated on both sides to show pica size at a glance. Made in a range of standard sizes from 2x4 to 10x70 ems pica.

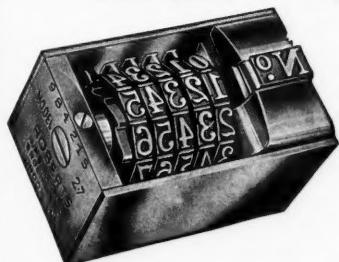
WRITE TODAY—for complete list of sorts and special fonts—economically priced.

### THE CHALLENGE MACHINERY CO.

1893-1943  
GRAND HAVEN 50<sup>TH</sup> ANNIVERSARY MICHIGAN, U.S.A.  
EASTERN SALES OFFICE: 50 CHURCH ST., NEW YORK

*More Profit Than Ever*  
WHEN YOU REPLACE WORN-OUT MACHINES WITH  
*Roberts Models 27 and 28*

Nowhere else will you find all the advantages that ROBERTS builds into numbering machines. Yes—recommend, specify, and buy ROBERTS . . .



For very low original cost—easy upkeep—extra speed and long life.

Recondition all machines once a year!

Model 27—5-Wheel \$12. Less **40%—\$7.20** each net

Model 28—6-Wheel \$14. Less **40%—\$8.40** each net

EXTRA FEATURES: Roman or Gothic style figures. Forward or backward action. UNCONDITIONAL GUARANTEE. Quantity discounts; 10% trade-in.

**Roberts Numbering Machine Co.**  
694-710 Jamaica Ave. • Brooklyn, New York

**AXIS  
UNDERMINERS!**

Indispensable to the welfare, morale and unity of our fighting Allies are the free presses of America at war. From them flow the words, pictures and ideas which are undermining and confounding the Axis propaganda makers.

Indispensable, too, are Dayco Rollers in reducing "down time" while performing efficiently and economically on grueling wartime runs despite variable climatic conditions. Never before has Dayton's well earned "know-how" in the pioneering and development of all-purpose synthetic rollers been so vital to both large and small printers and lithographers. Never before has Daycos' exclusive ability to be Re-Daycoed time and time again to original efficiency, at a fraction of new roller cost, been so valuable to the printing industry.

THE DAYTON RUBBER MFG. CO.  
DAYTON, OHIO

LATIN-AMERICAN REPRESENTATIVES:  
National Paper & Type Co., 120 Wall St., New York

CANADIAN REPRESENTATIVES:  
Manton Bros., Ltd., Elizabeth Street, Toronto



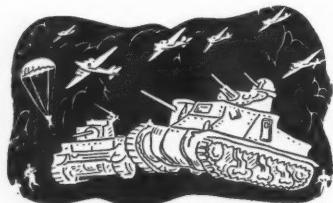
**Dayco Rollers**

THE ORIGINAL AND PIONEER SYNTHETIC RUBBER PRINTING AND LITHOGRAPHIC ROLLERS SINCE 1934

# CLASSIFIED BUYERS' GUIDE

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## WARTIME PRINTING *demands* PERFECTION Flat Gummed Papers

Minutes are precious these days. One reason why more printers daily specify PERFECTION Gummed Papers for all label, sticker or seal work. This stock needs no "babying"—no extra press time. Its fine surface is remarkably printable (you can print on the gummed side, too)—and it's flat the year 'round. Made with dextrine or strong gumming—it won't "cake" or "block." Comes in ten whites and 25 beautiful colors. Without obligation, send for free sample book.

**Paper Manufacturers Co.**

PHILADELPHIA, PENNA.

MEGILL'S  
Patent

Spring Tongue  
GAUGE PINS



QUICK ON... The universally popular Gauge Pin, \$1.80 dozen, with extra Tongues. Reg. U.S. Pat. Office

### Megill's Gauge Pins for Job Presses

Insist on Megill's Gauges, Gauge Pins, Gripper Fingers, etc. The original—the best. Circular on request. Sold by dealers.  
THE PIONEER IN 1870

THE EDWARD L. MEGILL COMPANY  
763 ATLANTIC AVENUE, BROOKLYN, NEW YORK

MEGILL'S  
Patent

Original Steel  
GAUGE PINS



A handy Gauge Pin made with 12 pt., 15 pt., or 18 pt. head. Adjustable. 75c a doz. for either size.

#### RATES FOR CLASSIFIED ADVERTISEMENTS

• **By the Month:** Under Situations Wanted, only 50 cents a line—minimum, \$1.50; other classifications, only 65 cents a line—minimum, \$1.95. Terms: Cash with order. (Replies to keyed ads forwarded daily when received, without extra charge, except packages and samples for which the sender should remit an amount to THE INLAND PRINTER equivalent to that required as postage for mailing the package to our office.)

• **By the Year**—the rate is still lower, and you automatically get THE INLAND PRINTER monthly (regularly \$4 by subscription): First three lines, \$22.50 a year when paid in advance; each additional line, \$6.00 a year. **No display or cuts.**

Figure 38 characters in a line, including spaces, punctuation, address or box number. To avoid delay in insertion, and in view of small amount usually involved, please enclose check with order.

• <b>Display:</b>	1 ti.	3 ti.	6 ti.	12 ti.
1/4 inch....	\$ 9.00	\$ 8.25	\$ 7.50	\$ 6.75
1/2 inch....	15.00	13.50	12.00	11.00
2 inches....	27.00	25.00	23.00	21.00

**Closing Date:** 26th of preceding month.

#### BROKERS

• **MAY BROS.**, Binghamton, N. Y. Established 1914. Newspapers bought and sold without publicity.

#### BRONZING MACHINES

MILWAUKEE BRONZERS — for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

#### BUSINESS OPPORTUNITIES

• On account of health must sell or lease my lithography business, or will operate on profit sharing basis. One press plant. Box C-617, Inland Printer.

• Make your own printing cuts. "Plasto" method, simple, practical. No messy chemicals. Service-Ads, Argyle, Wisconsin.

*Classified Buyers' Guide Continued*

**CALENDARS AND CALENDAR PADS**

WHOLESALE CALENDARS to printers.  
Do your own imprinting. Advertising  
Novelties, Fans, Book Matches. Write  
for particulars. Fleming Calendar Co.,  
6540 Cottage Grove Ave., Chicago, Ill.

**CALENDAR PADS—67 Styles and Sizes.**

Write for catalog. Calendar backs for  
advertising, sheet pictures. Wiebush  
Calendar Impg. Co., 109 Worth St., New  
York, N. Y.

Largest assortment of Pads. Best selling line of Art Blotters. Write  
for catalog in which you are interested. Orders filled immediately.

JOSEPH HOOVER & SONS CO.  
MARKET AND 49TH STS. PHILADELPHIA, PA.

**Earhart COLOR PLAN**

Makes Color Selection Easy....

.... provides a simple, practical means  
of selecting striking color combinations  
that are doubly effective because they  
are so seldom used . . . eliminates guess-  
work and experiments . . . saves time  
in selecting colors with customers . . .  
saves money in the pressroom. Endorsed  
by hundreds of printers  
and artists. Send \$3.00 for  
**\$3.00**  
your EARHART COLOR  
PLAN now.

THE INLAND PRINTER  
309 W. Jackson Blvd. Chicago, Ill.

**COMMENCEMENT INVITATIONS**

COMMENCEMENT INVITATIONS and  
engraved stationery. Samples with  
discount to printers. Siegrist Engraving  
Co., 924 Oak St., Kansas City, Mo.

**EMBOSSING BOARD**

**Stewart's Embossing Board**

Simply wet it, attach to tympan  
and let press run until dry; no  
heating or melting. Sheets 5 3/4 x 9 1/2  
in. Send \$1.25 for a dozen, post-  
paid, complete with instructions.

THE INLAND PRINTER  
309 W. Jackson Blvd., Chicago, Ill.

**EQUIPMENT WANTED**

• Wanted—Jacques Bookbinders Shears,  
40 to 50 inch size. Sentinel Printing  
Company, 437 East Tenth St., Indianapolis,  
Indiana.

(Continued on page 86)

**BOOKS FOR PRINTERS, By Fred W. Hoch**

Production Standards and Economic Cost Values for Printers. \$5.00  
64 pages, 6 by 9 1/4 inches, 72 reference tables, 8 forms and diagrams,  
indexed for 62 operations, economic hour cost rates for 42 cost  
centers.

Estimating Graphs for Printers.....\$3.00  
16 pages, 8 1/2 by 11 inches, 13 full page graphs.

Handbook for Pressmen.....\$3.00  
236 pages, 6 by 9 1/4 inches, 35 charts, 26 illustrations, 24 reference  
tables, 1085 index references.

Pressroom Problems and Answers.....\$3.00  
272 pages, 6 by 9 1/4 inches, 334 problems discussed and answered,  
637 operations, terms and processes indexed under 17 reference  
headings.

Standard Book on Estimating for Printers.....\$3.75  
268 pages, 6 by 9 1/4 inches, 97 reference tables, 26 diagrams and  
forms, 7 graphs and computing charts.

**Order through The Inland Printer Book Department**

# "OFFSET AGAIN? THAT DOES IT!"

"Listen. This Kelly outfit's been shoutin' 'No  
Offset' for years. Here's the spot. Let's give  
'em a chance to put up or shut up. Send 'em  
that coupon!"



O.K. mister, you're on. What's more,  
you'll find that Wotta Blacks give you  
the densest solids and the cleanest half-  
tones you ever saw. They dry fast on  
the stock but not on the press. They're  
free-flowing and won't break down on  
your longest runs regardless of press  
speed or temperature.

And if you don't think Wotta Blacks

are the best inks you've ever used, we'll  
refund every cent you've paid us.

Why wait 'til you're in a jam? Send  
the coupon!

## **Wotta Blacks** THEY'RE GUARANTEED

Mail Coupon for Free Trial Offer

E. J. Kelly Co., 1910 N. Pitcher St., 127  
Kalamazoo, Mich.

O.K.—Tell us about your FREE TRIAL  
OFFER ON WOTTA BLACKS.

P.S.—Don't forget my free copy of  
"DOPES."

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_



**E.J. Kelly Co.**

KALAMAZOO, MICHIGAN

## **ENGDAHL BINDERY** EDITION BOOK BINDERS

"Books Bound by Us Are Bound to Satisfy"

**1056 West Van Buren St., Chicago, Ill.**

Telephone Monroe 6062

## **USE MERCURY ROLLERS AND BLANKETS**

**RAPID ROLLER COMPANY**  
26th AT FEDERAL STREET • CHICAGO

To speed VICTORY  
**TREAT 'EM KINDLY**



METAL is a most vital war material. Don't let excessive wear waste it. Keep your N-D equipment well oiled, well cleaned, regularly inspected. Every pre-war N-D machine was engineered to endure. Treat it kindly and it will serve you for the duration . . . while we zealously help Uncle Sam with his production schedules. And after Victory we'll show you a new line of N-D machines that will far eclipse all previous equipment. Look forward to it.

PARTS are on high priority only. Old part must come with order; or send affidavit showing old part has been scrapped.

**NYGREN - DAHLY COMPANY**  
 218-230 NORTH JEFFERSON STREET · CHICAGO, ILLINOIS

*The Art of SPACING*  
 By Samuel A. Bartels

The why and wherefore of correct spacing for title pages, straight matter, advertisements. 110 pages; illustrated.

Price: \$1.75

The Inland Printer  
 CHICAGO

*Classified Buyers' Guide Continued*

**FOR SALE**

- **Bookbinders' Machinery**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

- **For Sale: An Extensive Line of new and rebuilt printing equipment on easy terms.** Write for free list. Missouri-Central Type Foundry, Wichita, Kan.

- **68" Oswego Cutter**, an automatic clamp, guaranteed to be in good working order. Address, Box C 572.

**HELP WANTED**

- **PRESSMAN** capable of taking charge of presswork in medium sized well equipped shop doing better class general commercial work. Press equipment consists of Miehle Horizontal and Vertical, Kluge 10 x 15 unit and 8 x 12 C. & P. open. All equipment comparatively new and in good condition. Position is open now and is steady, permanent and not for duration only. Clean shop and good working conditions. Five day forty hour week. City of 20,000, good schools and living conditions. State age, draft status, experience and salary expected. The Findlay Printing and Supply Company, 406 S. Main Street, Findlay, Ohio.

- **Employment available for capable Linotype operators with book shop experience.** Must be union or willing to obtain card. Desirable working conditions. Completely modern shop and equipment. If interested please write Box C-607 to this publication giving full information as to qualifications and experience.

- **Wanted**—Artist, creative, to design direct mail pieces and mark typographic styles in successful, growing direct advertising organization. Excellent future for good man. Box C-614, Inland Printer.

- Technical & practical expert on camera, plates, press. Moderate salary. Box C-616, INLAND PRINTER, Chicago, Illinois.

**MECHANICAL OVERLAY PROCESS**

Leading Printers and Publications  
 Now Use COLLINS

**CHALK RELIEF OVERLAYS**  
 FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time. Improved quality. Apply on company letterhead for free instruction books and prices.

**A. M. COLLINS MFG. CO.** 226 Columbia Ave.  
 Philadelphia, Pa.

**MOTORS & CONTROL EQUIPMENT**

CLINE ELECTRIC MFG. CO., Cline-Westinghouse Motor and control equipment for printing machinery. 211 West Wacker Dr., Chicago, Ill.

**OFFSET PRINTING FOR THE TRADE**

**Trying To Run Your Plant  
 Short-Handed?**

Let Our Shop Handle The Over-Flow We offer the complete facilities of a modern photo-offset plant (from art department to bindery) able to produce any piece from a black and white circular to a four-color process billboard—from a letterhead to a 1,000 page catalog.

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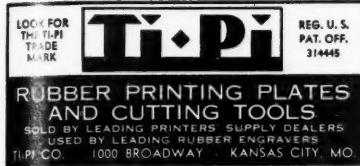
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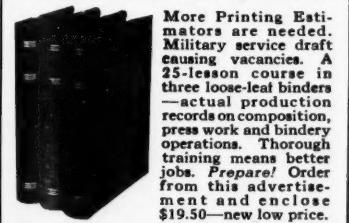
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WORLD'S LEADING BUSINESS AND TECHNICAL JOURNAL IN THE PRINTING AND ALLIED INDUSTRIES

# The Inland Printer

JUNE, 1943 • VOLUME 111 • NUMBER 3

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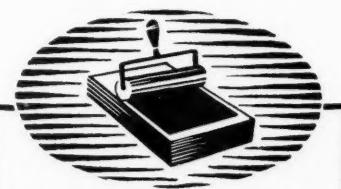
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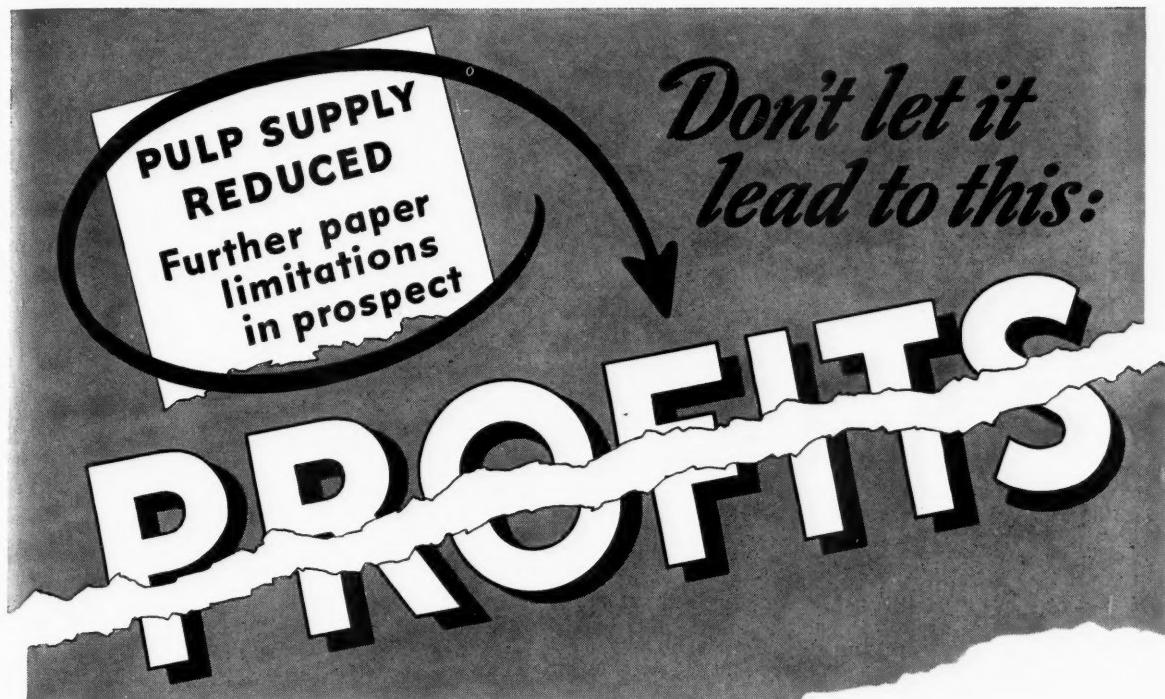
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